5/15/39

BROADCASTING

Broadcast Advertising

Vol. 16 • No. 10

MAY 15, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

SCHOOL OF BUSINESS ADMINISTRATION
Miami University

May 15 39

FRONT PAGE NEWS

BOB BETTS, INC., Advertising
DENVER, COLORADO

Insurance Exchange Bldg. *Telephone—Main 1206*

March 22, 1939.

Radio Station KLZ,
Shirley-Savoy Hotel,
Denver, Colorado.

Attention: Mr. Fred C. Mueller

Mr. Mueller:

You will be interested, I am sure, in the results secured thus far by our client, Bay Petroleum Corporation, from the 15-minute program broadcast on KLZ every Thursday evening at 8:45.

I should preface the good news by stating that this is the first general consumer advertising campaign, except for some highway bulletins, conducted for Bay Gas. . .Consequently, until this program started, the new brand name was little known in a highly competitive market. . .It might also be admitted that there are comparatively few Bay-identified stations, 30 in Denver and its metropolitan area and only 44 outside this territory within your coverage.

As you know, this program is built around a radio game which must be played on charts available only thru Bay stations - with cash prizes awarded to those submitting correct charts.

The first program, broadcast on March 9th, brought in 6,718 entries, extending from Wheatland, Wyo., and Scottsbluff, Neb., on the north to Pueblo and LaJunta, Colo., on the south. However, 86 percent of these came from the Denver metropolitan area, and here, as you know, we had the first charts delivered house-to-house to insure getting the stunt under way with a big opening audience.

The second program, March 16th, had no other promotion except the build-up it got thru the first program and the cooperation of Bay station attendants. In its results - 3,575 replies - were to us even more extraordinary than those of the opener.

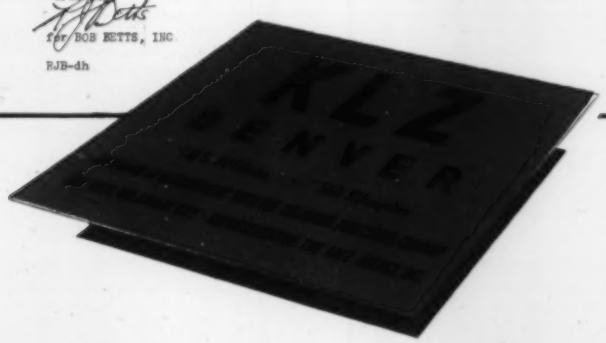
From interest shown by new customers driving into Bay stations seeking the necessary charts - and buying Bay Gas - we confidently believe that the listening audience will increase steadily with each succeeding program.

Furthermore - and most important - practically all Bay stations report substantial increases in gallonage - and that's what makes us happiest about the whole thing.

Cordially,

for BOB BETTS, INC.

RJB-dh



CORRECTION!

It's Really NOT News Because It's An Old, Old Story at KLZ

MAIL RESPONSE TO OFFERS MADE OVER KLZ GIVE ADVERTISERS CONCLUSIVE PROOF OF ITS SUPERIOR PULLING POWER

DENVER, COL. (Special) — Radio advertisers in the Denver-Rocky Mountain area are constantly having their eyes opened by KLZ's ability to produce results, measured in box-tops, bottle-caps or in over-the-counter sales.

March, 1939, brought three instances of KLZ's standing as a power gauge for mid-western sponsors. First: KLZ produced more than 6,500 replies to a single fifteen minute broadcast for Bay Petroleum Company, Denver. Next: On a hundred-word spot announcement for White King Soap Company, Los Angeles, KLZ outpulled the other major Denver station and ranked seventh in mail count among the fifty-six stations on the schedule. Third: When the Consumers Cooperative Association, Kansas City, tabulated the results from a schedule of fifteen five-minute programs broadcast over seven dominant mid-western stations, KLZ stood second in number of inquiries.

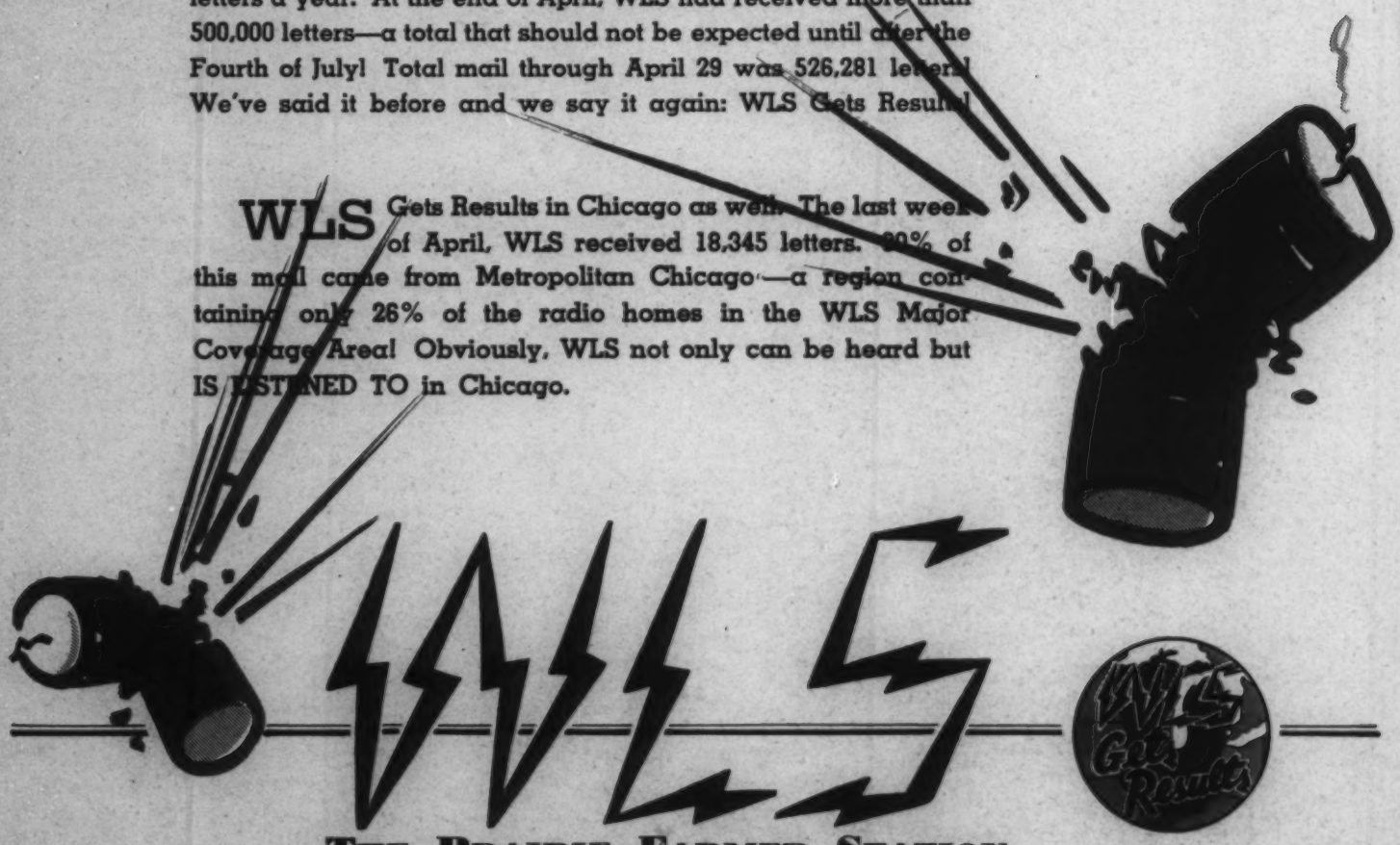
Such response reflects the coordination of men, methods and machinery at KLZ . . . makes KLZ and the results it produces the standard by which sponsors judge all stations in their mid-western hook-ups.

XUM

It's 4th of July already at WLS!

WLS in four months has completed more than half of 1939, the 10th year of its goal of ONE MILLION letters a year. At the end of April, WLS had received more than 500,000 letters—a total that should not be expected until after the Fourth of July! Total mail through April 29 was 526,281 letters! We've said it before and we say it again: WLS Gets Results!

WLS Gets Results in Chicago as well. The last week of April, WLS received 18,345 letters. 80% of this mail came from Metropolitan Chicago—a region containing only 26% of the radio homes in the WLS Major Coverage Area! Obviously, WLS not only can be heard but IS LISTENED TO in Chicago.



THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* **(Chicago)** Glenn Snyder, *Manager*

Represented by JOHN BLAIR & COMPANY, *New York, Chicago, Detroit, Los Angeles, San Francisco*

Take on the Pilot to New England's Major Markets

MANY trade channels must be followed if you would reach all the huge and busy markets in the New England territory.

The direct, sure course is through the facilities of The Colonial Network.

This network, comprising 17 popular local stations, provides low-cost, New England-wide coverage, extending from the populous and highly industrialized areas of Rhode Island, Connecticut and Massachusetts to the large and prosperous agricultural regions in northern counties of New England.

Use of The Colonial Network by many of the larger and more successful advertisers, year after year, is convincing evidence of its effectiveness and importance in selling New England.

17 STATIONS

WAAB	Boston	WLBZ	Bangor
WEAN	Providence	WFEA	Manchester
WICC	Bridgeport New Haven	WLLH	Lowell Lawrence
WTHT	Hartford	WNBH	New Bedford
WNLC	New London	WATR	Waterbury
WSAR	Fall River	WLNH	Laconia
WSPR	Springfield	WRDO	Augusta
WHAI	Greenfield	WCOU	Lewiston Auburn
WBRK	Pittsfield		

EDWARD PETRY & CO., INC.
National Sales Representative

The
COLONIAL NETWORK
21 BROOKLINE AVE. BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM

CORRECTION...

In a recent advertisement inserted by WLW the following statement was made . . .

> **"WLW so dominates this territory that day in and day out during the entire week studied, 48.3% of all radio homes were tuned to WLW."**

In this same advertisement Louisville, Ky., was listed as one of the cities included in the "territory" and readers might quite naturally assume, in the light of the unqualified statement quoted above, that this percentage represented the WLW coverage in Louisville and in all of the cities listed in the ad.

LET'S LOOK AT WLW's OWN FIGURES . . .

(We quote from their "Analysis") Week-Days

	WLW % OF LISTENING AUDIENCE	LEADING LOCAL STATION % OF LISTENING AUDIENCE (WHAS)	LOCAL NBC STATION % OF LISTENING AUDIENCE (WAVE)
CINCINNATI.....	53.6%	?	?
LOUISVILLE, KY.	11.4%	52.3%	21.8%

We feel it our duty to call attention to these figures which will correct any impression that may have been conveyed to purchasers of radio time that adequate coverage of Louisville or of the area surrounding Louisville can be delivered by any station other than . . .

WHAS

WHAS is Owned and Operated by the Courier-Journal and the Louisville Times • Represented Nationally by Edward Petry & Company

WEEI's *open house entertains* 2,000 *guests a day!*

If you'd like a lot of solvent Yankees hanging on your gate, WEEI can arrange it for you.

Last month our announcers, speaking into our microphones, invited listeners to come *see* us. They're being *heard,* those same announcers, from Cape Cod to Canada.

We were kept mighty busy the week of April 16th, from 7 in the morning until 10 at night, extending our welcome to 150 friends an hour.

We point to this as an index of the power over people WEEI has been exerting for 16 years—16 years of entertaining thousands of guests in our studios and millions of guests in *their* homes.

If you would loosen some of New England's stern and rock-bound dollars in return for your goods and chattels, you'd better have a talk with us. Or with Radio Sales.

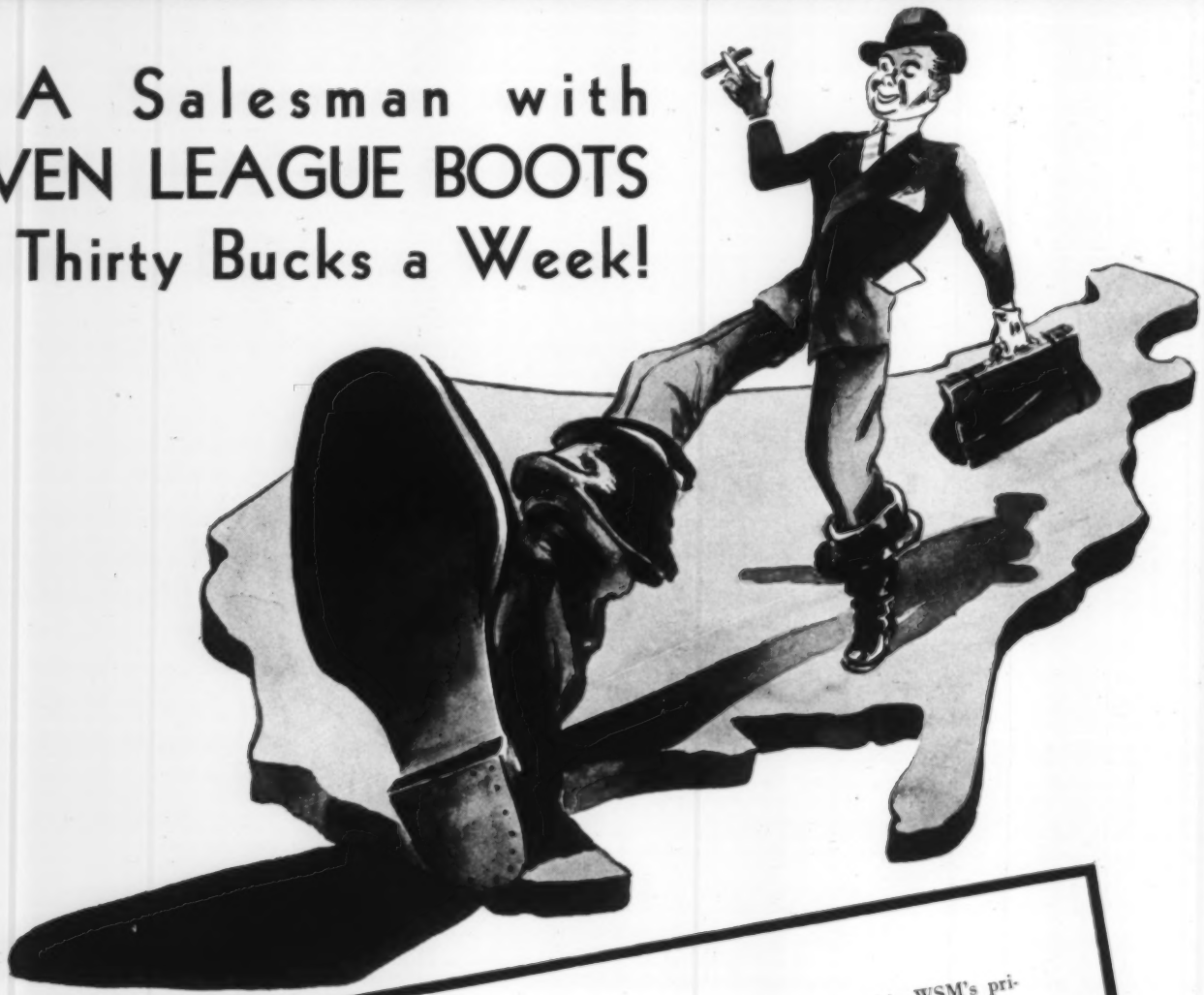
WEEI 182 Tremont Street, Boston

Operated by COLUMBIA BROADCASTING SYSTEM. Represented by RADIO SALES: New York · Chicago · Detroit · St. Louis Cincinnati · Charlotte, N. C. · Los Angeles · San Francisco

XUM

NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM

A Salesman with SEVEN LEAGUE BOOTS for Thirty Bucks a Week!



Just because WSM is big don't get the idea that it costs a mint of money to buy.

It doesn't. WSM has one of the lowest clear channel rates in America. For instance, you can buy a fifteen minute early morning program on WSM once a week for the *unbelievably small sum of thirty dollars.* And this, mind you, on one of America's most effective sale mediums. The station that stands on the threshold of the New South and its gigantic program of expansion—the station that sends, *and sells* north, west and east, as well.

Check your maps. You'll find WSM near the American population center. Check your business expansion charts. WSM dominates America's most active region. Check the places that show the biggest increases in electrical consumption. You'll find the best of the South and almost all the TVA region within WSM's primary listening area. Then listen to the economists. They will tell you that the economic future of America lies in this same land where WSM can do a really effective selling job. May we show you how little it will cost to put the WSM seven league salesman to work for your product in America's most promising market?

WSM
NASHVILLE, TENNESSEE

National Representatives,
Edward Petry & Co., Inc.

SERIOUSLY, NOW...

WE WONDER if you ever look at the sales results of WOR sponsors and envy them? Do you ever sit moodily at home, in your office, wondering helplessly why YOUR program isn't doing a job like other programs are doing for their sponsors; why it isn't sending people shuffling down the aisles of your dealers' stores shouting "gimme! gimme!", moving goods from shelves, keeping clerks fretfully asking for more — and more? Sometimes we think it requires more than just a GOOD program to do things to people who listen. It requires a station with experience, years of it, the best technical equipment that money can buy, and good brains to back it. It requires days and weeks and hours of work to give the people in more than 4,250,000 radio homes in seven states programs which make them STOP and make them LISTEN and remember and understand and believe — day after day and week after week. Is it really worth your while to plan and prepare and pay for any other kind of station? Seriously now, wouldn't you give the shirt off your back for earnest and scrappy response to the sound for which YOU pay? At a reasonable cost? Quickly? We've been doing this for years at 1440 Broadway in New York.

WOR

"We use the Network theory!"

Of course you *can* select one program, one hour, one rigid list of stations to carry your program — if you want to. But isn't there a better system?

F & P think there is, and have *proven* it to quite a number of our customers. Working hand-and-glove with twenty-four top-flight stations in strategic markets, we can help you lay out a plan that will make your program a *favorite* in one *or all* these markets — help you get the *time* that is most productive in each market — help you get the most for your money, regardless of the amount. . . .

F & P are spot radio specialists. If you are thinking of radio, we'd like to tell you all the ways in which we can be of assistance. Our six offices are listed below.

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke

Southwest

KGKO	Ft. Worth-Dallas
KTUL	Tulsa

Pacific Coast

KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan	247 Park Ave.	New Center Bldg.	One Eleven Sutter	C. of C. Bldg.	617 Walton Bldg.
Franklin 6373	Plaza 5-4131	Trinity 2-8444	Sutter 4353	Richmond 6184	Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 16. No. 10 WASHINGTON, D. C., MAY 15, 1939 $3.00 A YEAR—15c A COPY

Centralized Federal Radio Activity Seen

By SOL TAISHOFF

President Orders Shift—International Stations To Get Right to Advertise Goods Sold in Foreign Trade

RADIO'S growing importance in the nation's domestic and international affairs is given more than cursory attention in President Roosevelt's Government reorganization plan, with the ultimate outlook for centralization of Federal radio operations in the White House itself and in the U. S. Office of Education of the new Federal Security Agency.

In the second phase of the President's plan for regrouping of governmental functions, submitted to Congress May 9, the National Emergency Council as such is abolished, but its functions, except for its radio and motion picture divisions, will be absorbed by the White House. The Office of Education, headed by Dr. John W. Studebaker, will absorb radio, presumably supplementing the radio educational projects it has carried on for the last five years with WPA funds. Nominally, at least, it will become the Federal coordinating agency for educational and "factual" Government programs.

Internationally, an equally significant development is about to occur, it is learned in informed circles. Lifting of the non-commercial ban on international stations, under which they would be permitted to sponsor programs commercially where the product is sold in foreign trade, has been tentatively approved, it is learned, and awaits only formal FCC ratification.

A New Incentive

Such a step, which could be taken only with the Administration's endorsement, would give the licensees of the 14 international stations new incentive in building programs especially designed for international broadcasting as a means of offsetting propaganda of totalitarian nations, notably aimed at South America. It also should serve as an effective deterrent against legislative efforts to set up Government owned international stations. The Chavez Bill (S-2251) and the Celler Bill (HR-2721), now pending in Congress, propose construction of Government stations for that purpose.

While no formal pronouncements have been forthcoming from official quarters as to the Administration's plans regarding broadcast operations, the fact that President Roosevelt himself lauded radio as opposed to the press in a transcribed NEC broadcast May 9 [see story on this page], tended to confirm the view that he favored expansion of Governmental use of the medium. Lowell Mellett, executive director of NEC and former executive editor of the Scripps-Howard Newspapers, has devoted considerable attention to building up the Government's use of broadcast time.

NEC, created by the President early in his first administration, has functioned as a public relations and information agency for the New Deal. With the transfer of its primary functions to the White House, the "council" operations as such would cease. However, the 40 state offices maintained under Mr. Mellett's direction presumably would be kept intact as "branch offices" of the White House. In his message, the President advised Congress that the activities of NEC "would be administered in the manner best designed to give the President the information he requires from all parts of the country." The Council has a payroll of nearly 300. Its primary operations have dealt with press intelligence and radio programming, though it has not functioned as a publicity agency.

In one quarter speculation centered around Mr. Mellett's selection as a presidential assistant, under legislation recently enacted authorizing a Presidential secretariat of six. In view of the abolition of NEC and absorption of its functions by the White House, it was felt this was a likely move.

Should that develop, it is regarded as a foregone certainty that Mr. Mellett will be the chief press information officer for the Federal Government, responsible directly to the President. Whether his duties also will encompass radio, as they did under the NEC operation, remains to be determined.

Proposed Transfer

In sending to Congress May 9 his second major reorganization plan, the President pointed out that he proposed to transfer to the Federal Security Agency, for administration in the Office of Education, the radio and film functions of the National Emergency Council.

"These are clearly a part of the

Roosevelt Praises Radio, Raps Press

Untruths Are Overtaken He Says, Starting Federal Discs

THE ROOSEVELT Administration's increased reliance upon radio as a means of keeping the populace informed, growing out of antipathy toward the bulk of the nation's newspapers, has taken on a new aspect with the pronunciamento by President Roosevelt himself that the New Deal looks upon radio as the means of overtaking "loudly proclaimed untruths or greatly exaggerated half-truths."

This statement came from the President in opening May 9, via transcription, the new National Emergency Council series, titled *United States Government Reports*, placed non-commercially on some 165 non-network stations. In launching the series, marking the first time the President's transcribed voice has been presented on a "spot" basis, the Chief Executive was interviewed by Lowell Mellett, NEC executive director and former executive editor of the Scripps-Howard Newspaper Alliance [BROADCASTING, April 15].

In characteristically pungent language, the President praised radio and inferentially cracked newspapers. He declared that except for such controls of its operation as are necessary to prevent "complete confusion on the air", radio in all other respects "is as free as the press".

Federal Aid to Press

During the 15-minute recorded interview, the President used as his theme the right of the citizenry to have first hand information on government. He frequently used the press-radio analogy, and mentioned that aside from the "financial assistance in the form of less-than-cost postal rates" accorded the press, the Government has supported the medium "chiefly by protecting its freedom".

After observing, in response to Interviewer Mellett, that he liked the idea of keeping the transcribed broadcasts entirely factual in character and the effort to answer the questions in the minds of the people, the President observed it should be possible through these broadcasts "to correct the kind of misinformation that is sometimes given currency for one reason or another". Then he added:

"In some communities it is the unhappy fact that only through the radio is it possible to overtake loudly proclaimed untruths or greatly exaggerated half-truths. While, to be sure, the people have learned to discriminate pretty well between sober facts and exciting fiction, they have a right to expect their Government to keep them supplied with the sober facts in every possible way."

Because the bulk of daily newspaper circulation has been preponderantly anti-New Deal, it has long been an open secret in Washington that radio more and more was being relied upon to disseminate Administration views. The crusade for divorcement of newspapers from broadcast station ownership, now nominally being led by Chairman McNinch of the FCC, had its inception because of this editorial opposition to the Administration and purported coloring of news.

The turn toward transcriptions to sell the whole Governmental establishment to the people on a factual basis is an innovation in Federal procedure. The *Reports* series will be broadcast each Tuesday on independent stations, averaging three per State. It is a projection of regional broadcasts on a "live" interview basis conducted through NEC regional offices since last September, under the direction of Robert I. Berger, NEC radio director, and former radio director of the Democratic National Committee. The development is seen as a poss-

(*Continued on page 62*)

XUM

educational activity of the Government and should be consolidated with similar activities already carried on in the Office of Education," said the message.

In his first reorganization message, in which he proposed creation of the Federal Security Agency, the President provided for transfer of the U. S. Office of Education under Commissioner Studebaker, to that agency. The radio division functions of NEC, which have been administered by Robert I. Berger as radio director, would be transferred to the new Federal Security Agency under the Commissioner of Education.

The first plan, under the legislation authorizing it, would take effect June 24. The second plan would become effective July 2 unless joint action is taken by Congress cutting down the 60-day period as already has been proposed, or unless Congress vetoes the second plan. The first already has been approved and Congressional leaders expected speedy approval of the second.

The legislation provides that no functions shall be abolished under the reorganization. The radio coordinating functions of NEC presumably will be absorbed bodily by the Office of Education. Mr. Berger, former radio director of the Democratic National Committee, has booked time for Federal officials over networks and independent stations and also has developed the *U. S. Government Reports* series currently running by transcription over about 165 stations [BROADCASTING, April 15].

Foreign Stations

In the international field, there has been functioning intermittently for the past year the President's Interdepartmental Committee on International Broadcasting, which has gone deeply into the matter of international broadcasting by American stations as a means of combating foreign propaganda. Chairman Frank R. McNinch of the FCC has headed this committee, which has never made a formal report.

It may well be, it is thought in informed circles, that the plan of the FCC to permit commercialization of international stations provides the preliminary solution of this problem. At present, the licenses of the 14 existing stations have not been in a position to realize any monetary returns on their investment or operating overhead. In the case of European nations carrying on such activities, Government subsidies are provided since in each instance the Governments themselves own and operate the facilities.

It is felt the new regulations will specify that only programs having international interest may be broadcast commercially. Products sold in foreign trade, such as heavy industry materials and manufactured and trade-name consumer goods, presumably would fall in the permissible category. In other words, the present practice of broadcasting regular domestic programs over international stations would be curtailed unless the program itself were attractive to the foreign audience and the commercials restricted to goods sold in foreign trade. Broadcasts aimed toward South America would have to be announced and identified in Spanish as well as English.

Shifting to White House?

LOWELL MELLETT

Power Provisions

To procure maximum service from the international stations, the new regulations are expected to specify a minimum power of 50,000 watts and use of the most modern equipment and beam antennas. Thus, additional heavy investments in such stations would be necessitated, since all save a few of the stations now are using less than that power. General Electric for one of its transmitters in Schenectady is using power of 100,000 watts, while Crosley has a construction permit for 50,000 watts for its international station.

Ten years ago efforts first were made to have the non-commercial ban on international broadcast stations eliminated, with Dr. Frank Conrad, then chief engineer of Westinghouse, testifying in that connection before the old Radio Commission. The proposal was rejected, however, and efforts since that time also proved futile.

Projection of the American plan of private enterprise in the foreign field on a commercial basis, is regarded as a logical forward step since at present private companies gain no pecuniary return from this activity. By restricting such commercial operations to products sold internationally, it is felt that station licensees will be in a position to realize sufficient return to defray most of their operating costs and improve the service.

Ford Renews *Hour*

FORD MOTOR Co., Dearborn, Mich., has renewed its *Sunday Evening Hour* on CBS from 9 to 10 p. m. In 1937 Ford continued a full-hour program through the summer, but substituted a program of lighter music, *Universal Rhythms*, for the symphonic music customarily broadcast. The nature of this summer's programs has not yet been decided. N. W. Ayer & Son, New York, handles the Ford account.

SARNOFF TO APPEAR AGAIN AT INQUIRY

FOLLOWING a month-long recess, after adjournment subject to the call of the chair April 19, the FCC Network-Monopoly Inquiry Committee will meet for a short windup session starting May 17 to hear cross-examination of David Sarnoff, president of RCA, and Marks Levine, assistant to George Engles, NBC vice-president and managing director of the NBC Artists Service, and receive several new exhibits developed by the FCC accounting department. The reappearance of Mr. Sarnoff, originally scheduled for May 11, was postponed a week at the request of Phillip J. Hennessey Jr., NBC chief counsel for the inquiry, due to the absence of the RCA head on a business trip.

Mr. Sarnoff was the first witness called when the inquiry opened Nov. 14, and following presentation of his direct testimony, in the form of a prepared statement, he was excused subject to recall for cross-examination [BROADCASTING, Dec. 1, 1938.] Mr. Levine, manager of the NBC concert division, will substitute for Mr. Engles, who also had been dismissed subject to recall for cross-examination after being taken ill during his appearance last fall.

Since these two are the only witnesses called in what is definitely the final stage of the inquiry, it is expected the record will be closed and the inquiry permanently adjourned after their appearances. William J. Dempsey, FCC general counsel, plans to conduct the cross-examination of Mr. Sarnoff and Mr. Levine, assisted by George B. Porter, assistant general counsel, and S. King Funkhouser, FCC special counsel.

International Broadcasting Stations

Of the United States

(Authorized by FCC as of May 15, 1939)

Call Letters	Licensee and Location	Frequencies in Kilocycles	Power in Watts
W9XAA[1]	Chicago Federation of Labor *Transmitter:* York Township Ill.	6080, 11830, 17780	500
W2XE[2]	Columbia Broadcasting System *Transmitter:* Near Wayne, N. J.	6120, 6170, 9650 11830, 15270, 17830, 21570	10,000
W8XAL[3]	The Crosley Corp. *Transmitter:* Mason, O.	6060, 9590, 11870 15270, 17760, 21650	10,000 CP50,000
W2XAD[4]	General Electric Co. *Transmitter:* S. Schenectady, N. Y.	9550, 15330, 21500	25,000
W2XAF[4]	General Electric Co. *Transmitter:* S. Schenectady, N. Y.	6190, 21590, 9530	100,000
W6XBE[4]	General Electric Co. *Transmitter:* San Francisco, Cal.	6190, 9530, 15330	20,000
W4XB[5]	Isle of Dreams Broadcasting Corp. *Transmitter:* Miami, Fla.	6040	5,000
W3XAL[6]	National Broadcasting Co. *Transmitter:* Bound Brook, N. J.	9670, 21630	35,000
W3XL[7]	National Broadcasting Co. *Transmitter:* Bound Brook, N. J.	6100, 17780	35,000
W3XAU[8]	WCAU Broadcasting Co. *Transmitter:* Newtown Square, Pa.	6060, 9590, 21520 25725, 15270	10,000
W1XK[9]	Westinghouse E. & M. Co. *Transmitter:* Millis, Mass.	9570	10,000
W8XK[10]	Westinghouse E. & M. Co. *Transmitter:* Saxonburg, Pa.	6140, 9570, 11870 15210, 17780, 21540	40,000
W1XAL	World Wide Broadcasting Corp. *Transmitter:* Boston, Mass.	6040, 11730, 11790, 15130, 15250, 21460	20,000
W1XAR	World Wide Broadcasting Corp. *Transmitter:* Boston, Mass.	11730, 15130	20,000

[1] Also licensee of WCFL, Chicago.
[2] Also licensee of WABC, New York City.
[3] Also licensee of WLW and WSAI, Cincinnati.
[4] Also owner of WGY, Schenectady, and KGO, San Francisco.
[5] Also licensee of WIOD, Miami.
[6] Also licensee of WJZ, New York City.
[7] Also licensee of WJZ, New York City, N. Y.
[8] Also licensee of WCAU, Philadelphia.
[9] Also owner of WBZ-WBZA, Boston-Springfield.
[10] Also owner of KDKA, Pittsburgh.
CP—Construction permit only.

NBC Plans Second Beam For Its Latin Programs

W3XAL, NBC's transmitter at Bound Brook, New Jersey, is now transmitting a more powerful signal to Argentina than any other United States station operating in the 9500 kc. area, according to information just received from Buenos Aires by Frank E. Mason, vice-president in charge of NBC International Division, as a result of the installation of the network's new international antenna which was put in operation April 19. As a result of observations made by Argentine radio experts, the transmitter's effective power at Buenos Aires is found to be 600,000 watts or a gain of 2400% over that provided by the old antenna. The new antenna, developed by NBC Radio Facilities Group under the direction of Raymond F. Guy, is equipped so that a mere press of a button will change the direction of the beam through an angle of 20 degrees.

Because the 9670 kc. band is effective only for evening and night broadcasts to Latin America, NBC is now building a second steerable antenna system for use on the 21630 kc. band to carry W3XAL's daytime programs. Also near completion is another new 25,000-watt transmitter for this frequency so that stronger service may be provided at all hours of the day and night.

Chrysler Moving Used Cars by Air

Using 125 Stations in Drive; New Car Season Near End

RADIO is coming in for a lion's share of the substantial appropriation being spent by Chrysler Corp. in a nationwide used car drive which began earlier in May and will continue for an indefinite period.

Approximately 125 stations were scheduled for spot announcements in the first phase of the campaign.. Announcements over this list averaged around 27 per week for the most part.

Dealer Cooperatives

In addition dealers were being used to back up the factory campaign by doing advertising of their own locally, and indications were that this localized drive would considerably augment the factory spending. It was reported that $500,000 was to be used by the factory, a large share of which was evidently going into radio.

Placing of the time was through J. Stirling Getchell, whose Detroit office is the agency for Plymouth and DeSoto advertising.

From all indications, this about marks the end of the automotive advertising season where both radio and other mediums are concerned. The model year is coming to a somewhat premature ending, it was said, due to the large stocks of cars in the field. As a result of these oversize field stocks factories are preparing to shut down in the near future to allow digestion of the cars by retail customers. Most of whatever advertising appears between now and new model time, which will come early this fall, will be in the nature of assistance for the field stock cleanup.

Stanco's Two Series

STANCO PRODUCTS, New York, which has been sponsoring two transcribed quarter-hour programs five times weekly on seven stations in the interests of Mistol and Nujol, on May 15 starts promoting Flit on the two programs for the summer months and adds seven stations to the list. One program, *The Career of Alice Blair*, is heard on WOR WCAU WCAE WBAL WLW WLS WOW WJR WMBD KFBK. The other, *Meet Miss Julia*, is broadcast on WNAC WHP WTIC KHQ. McCann-Erickson, New York, handles the account.

Illinois Baking Test

ILLINOIS BAKING Corp., Chicago (ice cream cones), has started a series of daily one-minute announcements and daily station break announcements on WGN, that city. The series may be expanded following a successful test, according to Haan J. Tyler, radio director of John H. Dunham Co., Chicago agency which recently received the account.

CLAIMED to be the oldest woman in radio is "Aunt Em" Lanning, 83-year-old star of *Everybody's Hour* on WLS, Chicago. She was graduated in dramatics from the Chicago Musical College at 69, entered radio in 1935 when 79.

Studebaker Renews

STUDEBAKER Corp., South Bend, Ind., during the week of May 8 renewed its disc series for its new Champion automobile on 74 stations, reducing the series from thrice to twice weekly, shifting a few stations, and renewing for 13 times. The renewal list includes WBBM WJR WDAF KTRH KYW WCAU WMAQ KOA WICC WTIC WRC WQAM WSB WMBD WIRE WSBT WHO KFNF WHAS WWL KWKH WFBR WNAC WMAS WTAG WOOD WEBC WCCO KMOX WOW WABY WBEN WOR WHAM WFBL WLW WTAM WBNS WSPD WKY KVOO WCAE WBRE KOY KFI WJAR WMC WSM WFAA WOAI WMBG WCHS WWVA WTMJ KFBK KVI KFSD KPO KGW KOMO KHQ WAPI WBRY WFLA WBOW WOC KYSM WIBX WBIG WKBN WLEU WHP WGBI WDBJ, according to N. J. Cavanaugh, radio director of Roche, Williams & Cunnyngham, Chicago.

Kate Smith to Shift

GENERAL FOODS Corp., New York, which is discontinuing the *Kate Smith Hour* for Swansdown and Calumet during the summer, will shift the program when it returns this fall to the Friday evening spot on CBS, 9-10 p. m., which is being vacated June 2 by the *Campbell Playhouse*, sponsored by Campbell Soup Co. Although program popularity polls during the past year have proved that Kate Smith has successfully bucked the competition offered on her usual Thursday evening spot on CBS, it has been decided to move the hour to Friday merely as a better time for the program. No summer substitute has been decided upon for the Friday spot, although it is rumored that Kellogg may move *The Circle*, now heard Sunday evenings on NBC, to the CBS 9-10 p. m. hour for the summer. Young & Rubicam, New York, is the agency for General Foods, and Ward Wheelock Co., Philadelphia, handles the Campbell Soup account.

WSOC's Politicos

JOHN WARD, special events director of WSOC, Charlotte, N. C., was elected to the City Council during the recent municipal election. He has been with WSOC since the station was founded six years ago. The campaign was his first political venture. Re-elected Charlotte mayor for the third time was Ben Douglas, who announces sports and special events on both WSOC and WBT.

Woodbury Stays

JOHN H. WOODBURY Co., Cincinnati (cosmetics & soaps), will continue its weekly half-hour NBC *Woodbury Playhouse* through the summer with Jim Ameche and Gale Page in the leads. Charles Boyer, present lead, will take a 13-week vacation in Europe after the June 25 broadcast, returning in the fall. Harry Sosnik continues as musical director and Lew Crosby will remain as announcer. Format of the show continues the same under direction of Mann Holiner, radio director of Lennen & Mitchell.

Gulf Replacement

GULF OIL Corp., Pittsburgh (oil products), has decided on a musical program as a summer replacement for its CBS *Screen Guild* show when the latter is discontinued for 13 weeks with broadcast of June 4. Erno Rappe will direct the 35-piece orchestra and vocalizing will be shared by Jane Froman and Jan Peerce. Backup chorus of 16 voices will also be used. Program will originate from New York. *Screen Guild* is scheduled to return in fall. Agency is Young & Rubicam, New York.

WTSW, Emporia, Kan. local which recently began operation, on May 8 was authorized by the FCC to operate unlimited time in lieu of its previously authorized daytime operation with 100 watts on 1370 kc.

Drawn for BROADCASTING by Sid Hix

"He's Trying to Figure Out How All Four Stations in Bigtown Can Have Over 60% of the Audience."

Radio Reporters In Capitol Form Permanent Group

Fulton Lewis Jr. President; White House Grant Rights

HAVING procured gallery facilities in both houses of Congress, as well as recognition at the White House and all other Federal Government agencies, radio reporters and news gatherers covering Washington on May 11 set up the Radio Correspondents Association as a permanent organization.

Fulton Lewis Jr., Washington commentator for MBS and prime mover in the recognition drive, was elected president. Albert L. Warner, former Washington correspondent of the *New York Herald-Tribune* and now Washington commentator for CBS, was elected vice-president. William McAndrews, who is editor of NBC stations WRC and WMAL, was named secretary, and Frank Morrison, Congressional correspondent for Transradio Press Service, was elected treasurer.

The officers, who will constitute the executive committee, were elected for one-year terms. The executive committee also will serve as the Standing Committee of Radio Correspondents to govern eligibility and admission of qualified radio reporters to the radio galleries of the Senate and House.

Rules of Admission

Immediately following both Senate and House action approving gallery facilities for radio reporters, Mr. Lewis, as the head of the temporary organization, made arrangements with Stephen T. Early, White House secretary, to grant equal rights to radio reporters at White House press conferences. Similar privileges promptly were given radio reporters by all other Governmental agencies.

The new organization adopted formal rules governing admission of radio correspondents to the Congressional press galleries. Persons desiring admission must make applications to the Speaker of the House and the Senate Rules Committee, as required under Congressional rules. The rules generally correspond to those in force for the press galleries relating to qualifications and prohibited activities. The station, network or news-gathering agency which the applicant represents must certify in writing to the Radio Correspondents Association that the applicant is qualified. Persons engaged in occupations other than reporting for radio will not be entitled to admission to the radio galleries. Future editions of the *Congressional Directory* will contain a list of radio correspondents.

Charter members of the association and the radio galleries are:

Transradio Press — Macon Reed, Fred Harman, Robert More, Harvey Roessler, Theodore Noun, Fred Morrison, Howard Lampman, John Reddy, Gertrude Chestnut.

NBC—Tom McAndrews, Carleton Smith, H. R. Baukhage, Tom Knode, Rex Lampman, Charles Barry, Earl Godwin.

CBS—Albert L. Warner, Ann Gillis, James Hulbut, William Slocum, John Charles Daly.

MBS-WOL—Fulton Lewis jr., Stephen McCormick, Frank Blair, Walter Compton.

Montana Network—Ed Cooper.

NBC Sales Staff To Be Revamped

Dyke, Showerman Principals In Promotions Slated Soon

ON THE HEELS of the May 1 shifts of executive assignments at NBC [BROADCASTING, May 1], under which all vice-presidents and department heads report directly to Niles Trammell, executive vice-president, a reorganization of the sales and sales promotion departments is about to be effected.

Mr. Dyke

Ken R. Dyke, eastern sales manager, is slated to assume charge of all sales promotion activities for both the network and its owned and managed stations. I. S. Showerman, Mr. Dyke's assistant, is slated to become eastern sales manager, the entire New York network sales force operating under him.

Coordinating Functions

Mr. Dyke's activities will include the coordination of promotion, merchandising, research and statistics. E. P. H. James, promotion and merchandising manager, will report to him, as will Victor van der Linde, research director, and Hugh M. Beville Jr., statistics head.

The handling of NBC institutional promotion, which has been under the direction of Clay Morgan as head of the publicity department, is also being discussed, with the probability that it will remain with Morgan, who was appointed "an assistant to the president for special public relations and institutional promotion assignments", according to the official order.

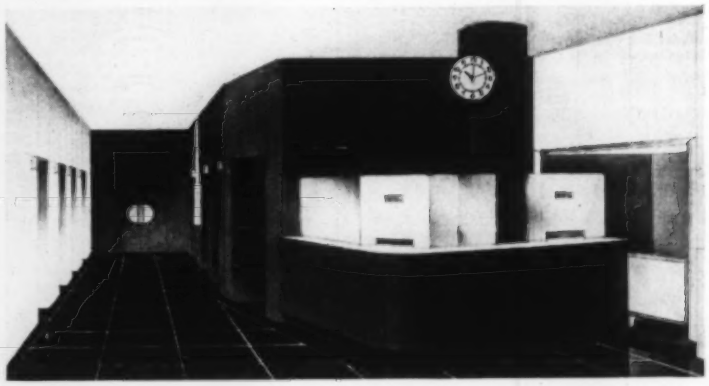
Long a prominent figure in advertising, Mr. Dyke is former general advertising manager of Colgate-Palmolive-Peet Co. He joined NBC two years ago as eastern sales manager after his return from a six-month trip to the Orient. Before joining Colgate he was sales promotion manager of Johns-Manville Corp. He was chairman of the board of the Association of National Advertisers, while with Colgate, and director of the Advertising Research Federation and Advertising Federation of America.

Miller and Paine Confer On Radio and Copyright

PURSUING his plan of exploratory conversations on copyright, NAB President Neville Miller May 10 conferred for two hours in New York with John G. Paine, general manager of ASCAP. Mr. Miller asserted the conference covered all phases of the ASCAP problem but there was no effort to reach any determination.

Pursuant to NAB board action, Mr. Miller is seeking to get all possible data on the copyright issue for consideration of the NAB Copyright Committee which will report to the annual convention in Atlantic City July 10-13. It is likely that several alternative propositions will be advanced for membership action, after which negotiations will be undertaken for definite contracts to become effective when existing performing rights contracts expire at the end of 1940.

New Lobby of CBS New York Quarters



WITH plans and contracts approved, and construction work already begun, expansion and redecoration of the main floor lobby of CBS headquarters at 485 Madison Ave., New York, to be completed during the summer, will look like this architect's sketch. The floor will be of black Terrazo marble, divided by stainless steel strips, with walls of buff marble and a royal red Italian marble supplementing the decorative theme by framing one set of elevators and the information booths which are being installed on the ground floor for the first time to facilitate calls on the upper floors. At one side of the lobby will be a private waiting room, and the entire lobby, from the new entrance marquee and doorways of Herculite glass, to the new elevators at rear, will be widened.

Movie, Press Officials Asked To Speak at NAB Convention

Stahlman Accepts, Hays Hopes to Join Debate On Self-Regulation; Music, Ethics Listed as Topics

RADIO, press and the movies—three major instruments of public service—will be represented through their industry heads at the NAB convention in Atlantic City July 10-13, according to preliminary convention plans.

Will Hays, motion picture industry czar, and James G. Stahlman, Nashville publisher and retiring president of the American Newspaper Publishers Assn., have been invited by Neville Miller, NAB president, to address the convention in off-the-record discussions of self-regulation as a means of avoiding Government restraint and interference.

Mr. Stahlman, a strong advocate of freedom of the radio as a necessary corollary of freedom of the press, already has agreed to speak at the convention July 11. Mr. Hays will attend if he can reconcile previous engagements on the Pacific Coast, and it is expected he will be on hand July 12 to discuss experiences of the motion picture industry in self-regulation.

A nationwide broadcast, in which Messrs. Hays, Stahlman and Miller would participate, is tentatively planned for the evening of July 12 during the annual banquet. Thus, the heads of the press, movies and radio, for the first time from the same rostrum, would address the nation on public service.

A Day of Copyright

While details have not yet been worked out, convention plans contemplate formal opening of the general sessions Tuesday, July 11, with the entire day devoted to copyright. At that time President Miller and his Copyright Committee will report on negotiations with ASCAP and individual industry groups regarding the most desirable type of performing rights contract, to succeed existing contracts which expire Dec. 31, 1940. Several alternative propositions probably will be advanced. More than likely the general convention will be recessed to permit the 17 district groups to convene separately for discussion of the music situation, which has caused more strife in the industry than any other single business issue.

Program Self Regulation

The July 12 sessions will be turned over to the program self-regulation issue and the approval of the enlarged Code of Ethics for the industry covering program practices. Fraught with controversy because of actions of organized groups, particularly in connection with children's programs and length of commercials, drafting of the code has been in process for several months by the NAB Self-Regulation Committee, which President Miller heads. The proposed code will be sent to NAB member stations in early June for their scrutiny at least a month prior to the convention.

While drafting the proposed code has entailed much work, the most difficult aspect reposes in enforcement methods. The committee is expected to recommend creation of a new department within the NAB to enforce the code provisions and handle all complaints. The details

(*Continued on page 64*)

AAAA Names Billingsley As President at Annual Convention in New York

ALLEN L. BILLINGSLEY, president of Fuller & Smith & Ross, Cleveland, was elected chairman of the board of the American Association of Advertising Agencies at the association's 22d annual meeting at the Waldorf-Astoria, New York, May 11-13. Other officers elected include: William Reydel, vice-president, Newell-Emmett Co., New York, vice-president; Guy C. Smith, executive vice-president, Brooke, Smith & French, Detroit, secretary; E. DeWitt Hill, vice-president, McCann-Erickson, New York, re-elected treasurer. President John Benson continues in office, having been elected in 1936 for a four-year term. Frederic R. Gamble continues as executive secretary.

The general business session, and the roundtable meetings on copy, management, media, radio and screen on May 11, and the session with the ANA May 12, were all closed and no information was given out on either talks or discussions. At the open session May 12, the topic "What Interests People—and Why" was discussed by Billy Rose for amusements, Margaret Bourke-White for photography, Larry McPhail for sports, Louis B. Seltzer of Scripps-Howard for news, and William J. Rapp of *True Story* for life.

Gilbert Kinney, vice-president, J. Walter Thompson Co., and chairman of the board of the AAAA, and Hon. Bruce Barton, president, BBDO, and Congressman from New York, were the main speakers at the banquet the night of May 12. Saturday, May 13, the conventioneers visited the World's Fair.

Latham Quits Pall Mall

JOHN R. LATHAM, since last year president of the American Cigar & Cigarette Co., New York, makers of Pall Mall cigarettes and a subsidiary of the American Tobacco Co., May 12 announced his resignation. He has not disclosed future plans. Mr. Latham was director of spot radio for Young & Rubicam, Inc. until October 1937, when he became assistant to George Washington Hill Jr., vice-president of American Tobacco. He is well known in the broadcasting industry as one of the earliest users of tested local programs for national spot advertisers.

Mr. Latham

Publisher Buys KWOC

ESTABLISHED in May, 1938, KWOC, 100-watt daytime station on 1310 kc. in Poplar Bluff, Mo., will be sold to new interests headed by J. H. Wolpers, published of the *Poplar Bluff American Republic* if the FCC authorizes a transfer of ownership for which application was made May 12. The station was founded by Don M. Lidenton and A. L. McCarthy, electrical appliance dealers, as partners. They propose to sell it for $15,000 to Mr. Wolpers in partnership with Mr. McCarthy and O. A. Tederick, local attorney.

House Bill Would Ban Beer on the Air

Drastic Plan Sponsored By Federal Alcohol Administration

IMPETUS was given the drive to bar all liquor and beer advertising from radio when Rep. Doughton (D-N.C.) on May 8 introduced, at the request of the Federal Alcohol Administration, an amendment to the FAA Act forbidding holders of basic permits from sponsoring radio programs or having their names mentioned on the air in connection with sponsored programs.

Mr. Doughton insisted the bill was the creation of the FAA and said that, to date, it had neither his support nor that of the Committee on Ways & Means to which it was referred and of which he is chairman.

"This entire bill was drawn up by the FAA and I introduced it at their request," he said, explaining that no member of the committee has had an opportunity to study the measure.

He added that he could not say whether he would support the bill after he had studied it, but declared, he could see no prospect of early hearings due to pressure of tax legislation before the committee.

Seeks Early Action

It was recalled that at hearings on the bill sponsored by Senator Johnson (D-Col.) in the Senate Interstate Commerce Committee, FAA Administrator W. S. Alexander and Phillip Buck, FAA counsel, supported the drive to deny the broadcasting industry the right to broadcast liquor or beer advertising as outlined in the Johnson Bill [BROADCASTING, April 15, May 1].

As the FAA moved to ban the advertising of alcoholic beverages from the air, Senator Johnson said he would press for early action on his bill, which would bring about the advertising ban through amendments to the Federal Communications Act.

"I intend to call up this bill at the first opportunity," he said. "I realize that since there is a minority report it cannot be considered during the call calendar, but I hope to work out with Majority Leader Barkley some arrangement whereby the bill can be made the unfinished business of the Senate."

Senator Johnson said he had heard reports that amendments would be offered to his measure extending the ban to newspaper advertising in order to defeat it. He said he would oppose such an amendment and added that, aside from the danger to the bill, he was personally opposed to the extension of the ban to newspapers.

Admitting he was faced with a hard fight in the Senate, Senator Johnson nevertheless said he was confident of obtaining passage this session. Broadcasting and labor groups, as well as brewers and distillers, are opposing the bill.

Senator Johnson's opinion regarding the desirability of amending the bill to definitely exempt arguments and discussions of the liquor question from the ban is unchanged. He previously had stated that he saw no need for the exemption and said he would only consent to its inclusion if strong sentiment for it was apparent in debate.

Still pending before the Senate Interstate Commerce Committee with no date set for hearing is the measure of Senator Arthur Capper (R.-Kan.) which would prohibit liquor and beer advertising in all advertising media.

Labor Attitude

Michael J. Flynn, legislative delegate of the American Federation of Labor, declared May 2 that the printing trades unions had not espoused enactment of the Johnson Bill and had taken no position one way or the other in connection with it. He added, however, that his group opposed the Capper Bill, which would prohibit advertising of alcoholic beverages in printed media as well as on the radio. His efforts, he said, were therefore directed openly against consideration of the Capper Bill at that time and proved successful in that this measure, which was to have been considered simultaneously, was not called up at the same time. An agreement was procured on this with committee members, resulting in the laying aside of the bill at least temporarily, he said.

NBC LIQUOR POLICY RECEIVES APPROVAL

NBC reports that it has received more than 2,000 letters from housewives, parent-teachers associations, college presidents and churches endorsing the company's recently announced policy of prohibiting the advertising of all types of alcoholic beverages over its networks.

The new policy, an extension of NBC's long-standing ban against liquor advertising on network programs, prohibits the advertising of beer and wines on any Red or Blue network broadcast. It does not, however, determine the policy of individual stations insofar as local broadcasting is concerned. Of the 172 stations associated with NBC, the company has a voice in the local broadcasting policies of only the 15 which it owns or programs completely. Liquor advertising even for local broadcasting is not accepted on any of these stations.

In explanation of the company's acceptance of local beer programs on some stations, Niles Trammell, NBC executive vice-president, stated that "certain subjects may be acceptable to listeners at one time of day, where they would be unacceptable at other times. If a program is a network one, it follows that it must be acceptable no matter what the hour or what the part of the United States it reaches. Subjects which, because of their inherent nature, we believe do not meet this need, are ruled off the network and then each station has the right to decide for itself whether it will carry such programs as a local matter during hours in which it has no obligation to carry network programs."

A Lone "Fluff"

WITH three discs turning for each program, Jimmy Leonard and Del King, announcers of WLW, Cincinnati, recently completed 26 recordings in two days for Brown & Williamson Tobacco Co.'s Big Ben and Bugler tobaccos, making only one "fluff" in handling the assignment. Three studio engineers, three recording engineers and a master control engineer kept things in order while the 78 discs were being made. Leonard, as m.c., was heard on all 78 transcriptions, as well as doing commercials on the series of 26 for Bugler, while King handled the commercial patter for Big Ben's 26. Commercial spots on the remaining 26 were left blank. The quarter-hour recordings were made through Russell M. Seeds Adv. Agency, Chicago.

WABC Gross Sales Up

GROSS TIME sales of WABC, CBS key station in New York, for April were 327% ahead of the same month last year, according to an analysis just released by CBS. While the sponsored baseball broadcasts are responsible for a part of the rise, yet even without this item WABC's sales for the month are 194% over April, 1938. First four months of this year stand 127% better than last and the first week in May is up 210% from the same week a year ago. For the year of 1938, first year that WABC had its own sales staff instead of being represented by Radio Sales, the station's billings were 49% ahead of 1937. This, plus the fact that WABC's rates are the highest in the country—$1250 per evening hour—makes the increases for this year even more spectacular, says CBS. Arthur Hull Hayes is head of the WABC sales force.

WEAF-WJZ Spot Up

SPOT billings for April on WEAF and WJZ, New York, were 27% ahead of the same month last year and current bookings for May are 55% ahead of May, 1938. Bookings for NBC-managed stations by the Eastern Division for the month of April were 50% ahead of last year, according to sales manager Maurice M. Boyd, who is also in charge of spot business on WEAF and WJZ. Accounts booked on those two stations since Jan. 1 include: B. F. Goodrich Co.; Modern Process Food Co.; Morris Plan Banks; Harvey-Whipple Co.; American Chicle Co.; W. L. Douglas Shoe Co.; Reid's Ice Cream; Fifth Avenue Coach Corp.; Crawford Clothes; J. B. Williams Co.; Breakstone Bros.; Zonite Products; Gruen Watch Co.; Axton-Fisher Tobacco Co. and West Disinfecting Co.

LEO FITZPATRICK, executive vice-president of WJR, Detroit, has announced that with the first quarter's business in 1939 "far in excess of 1938", a 40c dividend has been declared on each share of WJR stock.

Television Is Seen As New Salesman

ANA Told by Dr. Baker That It May Revise Retailing

PICTURING television as an "electronic peddler" which may shortly revolutionize the entire technique of retail merchandising, Dr. W. R. G. Baker, director of radio and television of the General Electric Co., told members of the Association of National Advertisers, meeting at the Westchester Country Club, Rye, N. Y., May 10-11, that the ability of this new medium to bring an animated daily presentation of a store's wares to housewives might seriously affect the department store revenue of newspapers.

Preceding Dr. Baker's talk, which was made the evening of May 10, the gathering watched NBC's studio telecast on several television receivers.

A Lure to Advertisers

"No one can estimate at this moment just how rapidly television will develop, or precisely how it will progress, but it is here, even if on a very limited scale," Dr. Baker said. "And no business executive—certainly no advertising man—can afford to overlook the tremendous potentialities of this new science. For the present it is largely an entertainment medium, but its end result will be that of a peddler.

"Advertising men know to what extent advertising funds have been diverted in recent years from magazines, newspapers, and billboards into radio," continued Dr. Baker. "As soon as the ownership of television receivers becomes sufficiently widespread to constitute a mass audience for advertisers, we may expect a new shifting of budgets to accommodate this new medium.

Dr. Baker's address was the only discussion of radio during the two-day meeting, which opened with a session on "Evaluating Complete Campaigns." Topics of other sessions were "Using and Evaluating Direct-by-Mail Advertising," "Evaluating the Coordination of Sales and Advertising," "Evaluating Industrial Advertising" and "Factors in Modern Marketing." All sessions were closed to non-members. On May 12, the ANA joined the AAAA convention in New York City for a joint meeting, banquet and trip to the World's Fair.

New Yeast Series

NORTHWESTERN YEAST Co., Chicago (Maca baking yeast), on May 22 starts a varying schedule of from three to six weekly participations in local women's programs on WLS, Chicago; WCCO, Minneapolis; WJR, Detroit; WKY, Oklahoma City; WOWO, Fort Wayne; WMT, Cedar Rapids; KSO, Des Moines. The series will be expanded to 15 or 20 stations from the Midwest to the Pacific Coast in the near future, according to Evelyn Stark, radio director of Hays MacFarland & Co., Chicago agency handling the account.

RUDY VALLEE, conductor of Standard Brands' *Variety Hour* on NBC, was reelected May 10 to the American Federation of Actors council for a four-year term.

WHEN Omaha went the whole hog in decking itself out in '69 regalia to celebrate Golden Spike Days and the world premiere of the Cecile B. deMille movie, "Union Pacific," April 26-29, radio folks in the city did their share in making the celebration a roaring success. Here are Lyle DeMoss (left) WOW production manager, and John Gillin (right), general manager of WOW, posturing in the apparel and manner affected to recreate the spirit of pioneer Omaha at the time of the completion of the U.P. line. Between them is a picture of the crowds gathered around the "Opery House" set up as a special studio on the courthouse lawn in the center of the city by KOIL, and from which both KOIL and KFAB, Lincoln, originated a number of regular broadcasts. During the four-day celebration KOIL carried 39 special programs on Golden Spike activities all over the city—all sponsored by the Omaha National Bank.

OMAHA CELEBRATES GOLDEN SPIKE DAYS

OMAHA, along with other Nebraska cities and towns observed the biggest civic spree in years in connection with the Golden Spike Days celebration, commemorating the seventieth birthday of the Union Pacific. An important advertiser over WOW, the railroad backed the celebration, with W. M. Jeffers, railroad president, and Cecil B. DeMille, producer of the epic *Union Pacific*, participating along with a troupe of stars.

WOW reports it covered the event over a 2,000 mile front, using transcriptions made by Foster May, whose trip to the West Coast was sponsored by Union Pacific, the Iten-Garmettler Biscuit Co. (man-on-the-street sponsor) and the general Golden Spike Committee. Some 20,000 Omahans grew beards for Golden Spike days, and double that number of women wore gay crinoline dresses.

During the celebration every member of the WOW staff was dressed in costume, including General Manager Johnny Gillin, who was spruced up as an 1869 dandy. More than 300,000 visitors were drawn to Omaha during the four-day event.

Almost before the event was over 25,000 Shriners moved into Omaha for the convention of the Central States Shrine Assn. Head man was Harvey Beffa, president of Falstaff Brewing Co., St. Louis, who made several broadcasts. Falstaff is the leading beer radio advertiser in Omaha.

In North Platte, home town of Union Pacific's President Jeffers, KGNF threw open its facilities for the Golden Spike Days, broadcasting numerous special events.

Junket Placements

CHR. HANSEN LABORATORIES, Little Falls, N. Y., has started a series of five weekly spot announcements for these products on these stations: Junket Danish Dessert, WJAR, Providence; Junket Rennet Powder, WTMJ, Milwaukee; Junket Quick Fudge, WRC, Washington, and WTIC, Hartford. Mitchell-Faust Adv. Co., Chicago, handles the account.

New Summer Interval Method Is Offered Advertisers by NBC

Vacations of Varying Length in Proportion to Network Business Offered Evening Sponsors

By BRUCE ROBERTSON

AN "NBC Interval Plan" by which evening advertisers may suspend their NBC broadcasts for layoff periods without losing their places on the air, was announced May 3 by Roy C. Witmer, NBC vice-president in charge of sales. Like the CBS "Hiatus Policy" [BROADCASTING, March 15], to which it is an answer, the "Interval Plan" applies only to programs broadcast between 7 p.m. and 11 p.m., New York time, and provides for vacations of varying lengths, each advertiser's allowed layoff being in proportion to the amount of business he places with the network.

Unlike the CBS plan, which increased the discount for 52 weeks of consecutive broadcasting from 10% to 12½% of gross billing, decreasing the weekly discounts by 2½%, NBC's new policy does not change its established structure of rates, discounts and rebates, but instead makes a charge for time taken off.

The rate for large advertisers (whose total expenditure for NBC time is $1,200,000 or more annually) for each interval week is 28% of the gross billing for facilities during the last week preceding the interval. Billings for the interval period are subject to agency discount only, no other discounts being allowed.

Smaller Advertisers

Advertisers spending less than $1,200,000 annually will continue to earn their weekly discounts up to 15%, while the annual rebate of 10% will be given only for 52 weeks consecutive broadcasting.

"However," Mr. Witmer stated, "to eliminate any discrimination in favor of the larger advertisers, smaller advertisers with facilities under contract for 52 consecutive weeks (including the interval within the fiscal year) may receive 10% of the total number of weeks of regular broadcasting service as no-charge interval weeks. The 28% rate will then apply only to the additional remaining weeks available under the Interval schedule." The schedule follows:

Gross Weekly Billings of 13 Week Resumption Cycle			Available Interval Weeks
Hour Programs	*Half Hour Programs*	*Quarter Hour Programs*	
$13,000 or over	$ 7,800 or over	$ 5,200 or over	4
14,000 " "	8,400 " "	5,600 " "	5
16,000 " "	9,600 " "	6,400 " "	6
18,000 " "	10,800 " "	7,200 " "	7
20,000 " "	12,000 " "	8,000 " "	8

Advertisers with more than one program on NBC who wish to take a longer layoff than allowed in the Interval schedule may borrow additional weeks from a second program, provided that the second program remains on the air at least until the end of the first program's 13-week resumption cycle and that the length of the layoff does not exceed 13 weeks.

For Large Advertisers

How this works out for the large advertiser is shown by NBC in the following example:

(a) Assuming an advertiser broadcasts a full one-hour program at a gross weekly facilities billing of $18,500, orders an Interval and a Resumption cycle of at least 13 weeks and the gross weekly billing of the Resumption cycle facilities will be the same—$18,500—this advertiser is thus entitled to a 7-weeks Interval. (See Interval Schedule). In this case the rate for each Interval week will be 28% of $18,500, or $5,180. However, had the gross weekly billing during the last week of regular service before the Interval been $18,500 and the gross weekly billing of the Resumption cycle $20,000, the advertiser would be entitled to an 8-weeks Interval. The 28% rate, however, would still apply to the $18,500, or $5,180 per week.

(b) Assuming that in this case a 7-weeks Interval is insufficient, and that the same advertiser broadcasts a half-hour program weekly in another period between 7 p.m., and 11 p.m. (New York time) and that the gross weekly billing of this program's facilities is $9,800. As a half-hour program it would be entitled to a 6-weeks Interval and its total gross billing for those 6 weeks would be $58,800. But the gross weekly billing of the one-hour program facilities in the Resumption cycle will be $18,500 hence $58,800 divided by $18,500 provides a maximum of 3 additional Interval weeks for the one-hour program, or a total of 10 weeks. Inversely, Interval weeks may be borrowed from one-hour programs and transferred to half-hour programs, etc.

Except for the foregoing provisions, advertisers with gross annual billings of $1,200,000 or more continue to earn 25% discounts.

For the small advertisers, the Interval Plan works as follows:

Assuming an advertiser is broadcasting a half-hour program regularly with a gross facilities billing per week of $11,000 and wishes to order an Interval with a 13-week Resumption cycle at the same gross billing per week; in accordance with the Interval Schedule that amount of billing provides a 7-week Interval. Applying the 28% rate to the above 7 weeks at $11,000 per week equals $21,560. However,

(a) If the facilities for such a program have been under contract 52 weeks including the Interval, or 45 weeks of regular broadcasting, 10% of those 45 weeks, or 4.5 weeks become available at no-charge. Thus in such case the 7 Interval weeks are available at $21,560 less the 28% rate on the 4.5 no-charge weeks ($13,860) or a balance for the entire 7 weeks of $7,700.

(b) If the facilities for such a program have been under contract for less than 52 weeks including the Interval, or say 26 consecutive weeks prior to the Interval and then are recontracted for 13 Resumption cycle

(*Continued on page 66*)

P & G in French

PROCTER & GAMBLE Co., Cincinnati, on May 8 started sponsoring a quarter-hour French Canadian program, *La Pension Velder*, for Ivory soap on CBV, Quebec; CBF, Montreal, and CBJ, Chicoutimi, Quebec, Mondays through Fridays at 7 p. m. For Barsalou soap, the company is sponsoring another French program *Quelles Nouvelles* on the same Canadian stations five days a week at 10:30 a. m. Compton Adv., New York, handles the account.

Lehn & Fink Spots

LEHN & FINK Products Corp., New York, on June 5 will start an eight-week campaign of one to three spot announcements daily for Hinds Honey & Almond Cream on stations WHN WEVD WINS WMCA KSTP WJR WFAA-WBAP WHAC WWL WMAQ KFO KFI. Wm. Esty & Co., New York, handles the account.

PROPOSING to broadcast "messages of peace" throughout the world from her new Temple of Truth, a marble mansion at Swannonoa, atop Granite Mountain on Virginia's famous Skyline Drive, Mrs. Lois H. McGuire, of Washington, announced May 10 that she has applied to the FCC for an international shortwave station license.

Radio—A Bank's First Line of Offense

From Timid Start, Bank Grows to Fourth Largest in the City

By C. W. GROVE

President, Second Federal Savings & Loan Association, Cleveland

STARTING from scratch five years ago, the Second Federal Savings & Loan Assn. of Cleveland has grown into the fourth largest banking institution operating in the city, according to C. W. Grove, president. And take it from Mr. Grove, the Second Federal is singing hearty praises for WGAR and radio advertising, to which it gives much credit for its rapid rise. Although to all intents and purposes the Second Federal's programs violate many of the canons of good programing, since they are loaded with commercial continuity and little else, they do the work, as President Grove tells in these columns.

EVEN THOUGH we violated most of the principles of good radio advertising, the Second Federal Savings & Loan Association of Cleveland, with the aid of consistent radio advertising has grown from a small beginning five years ago to an institution that is close to 4 million dollars in total assets. Of the five years the Second Federal has been in business, it has used radio four. Most of that time the Association has used consistently, two five-minute programs per week, scheduled near the dinner hour.

At the present time, the programs contain no form of entertainment, are strictly commercial, are all talking for full five minutes, violating all sound tradition of radio advertising, and yet they continue to produce results.

Success Factors

The necessary factors for the success of our type of broadcasting seem to be three. First, that the spot selected for our five minute program be well chosen, at a time when we probably would have an audience which should or could be interested in our services. Second, the subject matter should be carefully prepared, so it has a broad interest, and each individual program should be so arranged as to attract the attention of listeners at the beginning, and in a clear, concise way explain the advantages of doing business with the sponsor. Third, the program should reflect, both in the introduction and conclusion and in the main part of the broadcast, the true sincerity of the institution and the men who compose it.

For several months, we have used five minutes Tuesday and Thursday on WGAR, Cleveland, following a ten-minute sport broadcast and preceding a five-minute column of the air sponsored by a local brewery, bringing news and comments of the entertainment and entertainers in Cleveland. Each of our programs consists of a 30-second introduction by a station announcer, followed by a four-minute talk by an officer of the Association, and concluded with a half-minute signoff, also handled by the announcer.

MR. GROVE

Day by day prospective customers come to our Savings Department to open accounts ranging all the way from $1 to $5,000. It is not an unusual experience to have a customer come to the Savings Department and say, "I have been listening to your radio program for the past two years." Not long ago, a woman said she recalled hearing Second Federal on the air as long ago as February, 1935. The interviewers in our Mortgage Loan Department report that frequently in discussing mortgage loan payment plans prospective customers say, "Yes, I heard that plan described on your radio program."

The continuity of the Second Federal Savings & Loan Assn. has gone through an evolution in the course of the past four years. In the early days of 1935, we used several 15-minute programs to discuss our purposes, our charter, and Federal examination and supervision, and other details of our organization. In June, 1935, we began a series of programs called *What's the Answer* at a time when the quiz program was practically unknown. On this type of program, the announcer asked three questions of current or popular interest, then introduced an officer of the Association for a three-minute talk, and gave the answers to the three questions in concluding the broadcast. We continued this type of program for a year and a half.

For the Young Folks

Then, for some time, we used a similar type of program expanded to 15-minute length on Sunday afternoon each week. At a later period, we sponsored for a short time a news summary on Saturday morning. Commencing last August and concluding in November, we sponsored a five-minute program twice a week, called the *Safety Savers Club* for boys and girls, and received several hundred names of children who want to live and save safely.

Following the conclusion of that series, we returned to the five-minute program in which one of our officers at each period goes on the air to explain to the Cleveland public the desirable features of Second Federal savings and home financing plans. The time of these programs has varied from 4:30 in the afternoon to 6:45 in the evening, but we have always kept them close to the dinner hour, arranging with the program department of WGAR to schedule our twice-weekly broadcasts immediately following a program of genuine interest. In most cases, we have either followed or preceded a popular five, ten or 15-minute sports broadcast.

The obvious question may be asked as to what results we have secured from our consistent radio advertising. We make frequent analyses of results. Here, for example, are illustrations on a report of source of new savings accounts from Jan. 1 to April 30, 1936. From that report, we find radio produced 31.3% of all new accounts, with advertising of all types producing 41.4%. An examination of all accounts produced by radio advertising showed that within five months these accounts increased their balances slightly more than 20% from the initial balance. From the same report, we determined the fact that if we should charge the entire cost of radio advertising during the period, that is from Jan. 1 to April 30, 1936, to the volume of business produced by radio advertising in that same period, the percentage of radio cost to the volume in dollars of savings accounts produced by radio was .7 of 1%.

At present, due to the fact that a satisfactory volume of savings business is flowing into the institution, we are devoting our entire radio schedule to the promotion of home loans. It is much more difficult to trace the source of loan applicants than it is to determine the source of savings business. However, as indicated above, a great many new customers coming to our Mortgage Loan Department remark during the course of an interview that they have heard our home financing plan discussed on the radio.

Federal Aids Described

The mere fact that we have not been off the air for one week since the early part of 1935 indicates our satisfaction with the results which radio advertising has produced.

In conclusion, it might be well to explain that we believe one of the reasons why our radio advertising has been effective even though entirely commercial is that in this community, particularly, the public seems to welcome a full and complete explanation of the new and interesting safeguards provided for savings and home mortgage loans through the Federal form of charter, Federal examination and supervision, Federal insurance of accounts, and membership in a national reserve system for savings and loans, namely, the Federal Home Loan Bank System. All these new conditions require considerable explanation. Most thinking people are glad to know about the new conditions, and therefore are willing to listen to clear explanations conversationally presented.

Advertising has played an important part in the development of the Second Federal Savings & Loan Association from a new, unknown institution in 1934 to the fourth largest in the city today, and radio has been one of the most, if not the most important, advertising mediums we have used.

Borden Starts 15 Shows Weekly on KOIN-KALE

BORDEN MILK Co., Portland, in one of the largest radio contracts in the Northwest, recently signed for 15 shows a week on KOIN-KALE, Portland, Ore. The milk company started May 1 sponsoring *Breakfast Bugle*, with Lem Harkins, Tuesdays, Thursdays and Saturdays at 8 a. m. on KOIN, along with UP and INS newscasts each week day at 1:30 and 4:30 p. m. on KALE.

As part of its radio promotion, Borden's is featuring a "dollar ditty" contest, awarding 15 one-dollar prizes each week for limericks pointing out the merits of Borden's evaporated milk. Before launching the shows a party was held in the KOIN studios April 29 for company officials and their wives. Preview programs, with studio audiences, were carried by both stations calling attention to the new Borden shows. A four-page edition of the *Borden Bugle*, similar to the publication distributed weekly as promotion for the radio program, also was passed out at the party.

Bank Sponsor in Denver

AMERICAN NATIONAL BANK of Denver, on May 17 starts sponsoring Fulton Lewis Jr., Washington news commentator for MBS, on KFEL-KVOD, Denver. Mr. Lewis is currently heard on a cooperative sponsorship basis on 64 MBS stations.

Television at Fair Impresses Public

Stores Report Interest But Few Sales of Receivers

By BRUCE ROBERTSON

THE RESPONSE of the public to the siren call of television has been overwhelming, according to the managers of the RCA, Westinghouse, General Electric and Crosley exhibits at the New York World's Fair.

Admitting they had hoped their television displays would attract the attention of passers-by, they nevertheless confessed they had been totally unprepared for the crowds that have engulfed the exhibits of this new broadcasting art.

New York department stores also have received a steady stream of eager visitors to their television departments and report high interest among the spectators, but they report there are only a handful of instances in which this interest has been translated into a sale.

Public Prospects

That the public is ready for television, and that the high cost of the sets, in comparison to sound receivers, is the only limiting factor, was shown by a nationwide survey conducted by the American Institute of Public Opinion just prior to NBC's inauguration of regularly scheduled telecasts coincident with the opening of the New York Fair. Despite the fact that television will for some time be exclusively a large city service, the Institute estimated that approximately 4,000,000 families throughout the country, or one family in eight, consider themselves good prospects for home television sets.

The debut of the new art, a telecast of President Roosevelt speaking from the Fair on April 30, did nothing to dampen this ready-made ardor. "Amazement and then unbounded enthusiasm marked the start of what will be a semi-weekly feature from now on," reported the *New York Herald-Tribune* the following morning. Continuing that newspaper said:

"Many to whom television had been only a name admitted afterward that the demonstration exceeded anything they had thought possible. At receivers all over the city and in New Jersey representations of the Fair grounds, the images of the President and of other dignitaries at the exercises were witnessed almost as clearly as they could have been seen on the spot. The added comfort of a soft armchair provided an advantage of its own."

The *New York Times* stated that "reports from receiving outposts scattered throughout a 50-mile radius of New York indicated that the spectacle by television was highly successful and that a new industry had been launched into the World of Tomorrow. It was estimated that from 100 to 200 receivers were in tune and that possibly 1,000 persons looked in on the pageant brightened on the screens by a sun described by the camera men as ideal for telecasting."

Television's "first night" on May 3, when NBC telecast the first of its regular studio programs, was equally successful. The program was a variety show with Broadway stars, a "Donald Duck" animated cartoon and a newsreel produced by NBC especially for its television service, originating in the Radio City studios. There was also a switch to the Fair grounds for telecast interviews with visitors, who, when asked about the Fair and television, unanimously agreed that both were "great". In its report May 4, the *New York Times* said:

Striving for Variety

"Observers noted that the showmen are striving for variety as the means of drawing the public's interest to pictures through the air. Last night's performance followed the pattern of a vaudeville show as the acts unwound their routines on the stage, never holding the attention of the electric cameras for more than 15 or 20 minutes. In addition, the observers remarked at the mobility of the cameras in handling the close-ups and long-shots of the acts, bringing out the high spots in the performances. Three cameras were used during the show."

At the New York World's Fair, countless visitors have testified by word and action that television is the exposition's outstanding feature. Officials at the RCA Bldg. on the grounds were forced to close their doors twice during the first day of the Fair, so great were the crowds wanting to witness the telecasts. While such precautions have not been necessary since, whenever a program is on, each receiver in the building is surrounded by a capacity crowd. The big "flask" set, with its glass cabinet that permits full visibility of every operation, is by far the most popular exhibit in the building, executives report.

Other Exhibits Popular

At the General Electric exhibit, television has created a major traffic problem. Here visitors are interviewed and televised in a small glassed-in studio, and across the building is a darkened room just large enough to accommodate 75 persons, the maximum number who can comfortably watch the images

(*Continued on page 65*)

Television Chieftains Tell What They Have Learned . . .

TWO WEEKS ago NBC brought television out of the laboratory and into full view of the public. In this brief period, while the public has learned that this new kind of radio for the eye as well as the ear is all it had expected and more, the television crews at NBC have also been learning. Asked by BROADCASTING to summarize briefly the results of this first fortnight of actual operations, the men in charge of television at NBC replied as follows:

ALFRED MORTON, vice-president in charge of television: "Great progress has been made. We are learning something with each show. Particularly interesting has been the remarkable success of the interview type of program, which seems to capture the fancy of all, even the most sophisticated.

"As for the immediate future, we are going to try all sort of material until we find an answer to the peculiar problem of television, the problem that is raised by the necessity of holding the interest of a man in the quiet of his own home, sitting in front of a screen 7½ by 10 inches in size. In judging the success or failure of any of our shows, I find, we must always start from the screen and proceed back to the studio."

O. B. HANSON, vice-president and chief engineer: "The results have been most gratifying. Speaking from a technical standpoint, we are highly pleased. Our apparatus has proved itself reliable over long periods of time and comparatively stable in operation. This justifies the developmental work done during the field test period that has extended over nearly three years.

"Considerable credit goes to the engineering staffs that have been engaged in this work and who have been responsible for the present performances of the last two weeks. In particular I would single out the mobile unit crew for their excellent work. The mobile unit has been given us excellent performance under extremely difficult conditions."

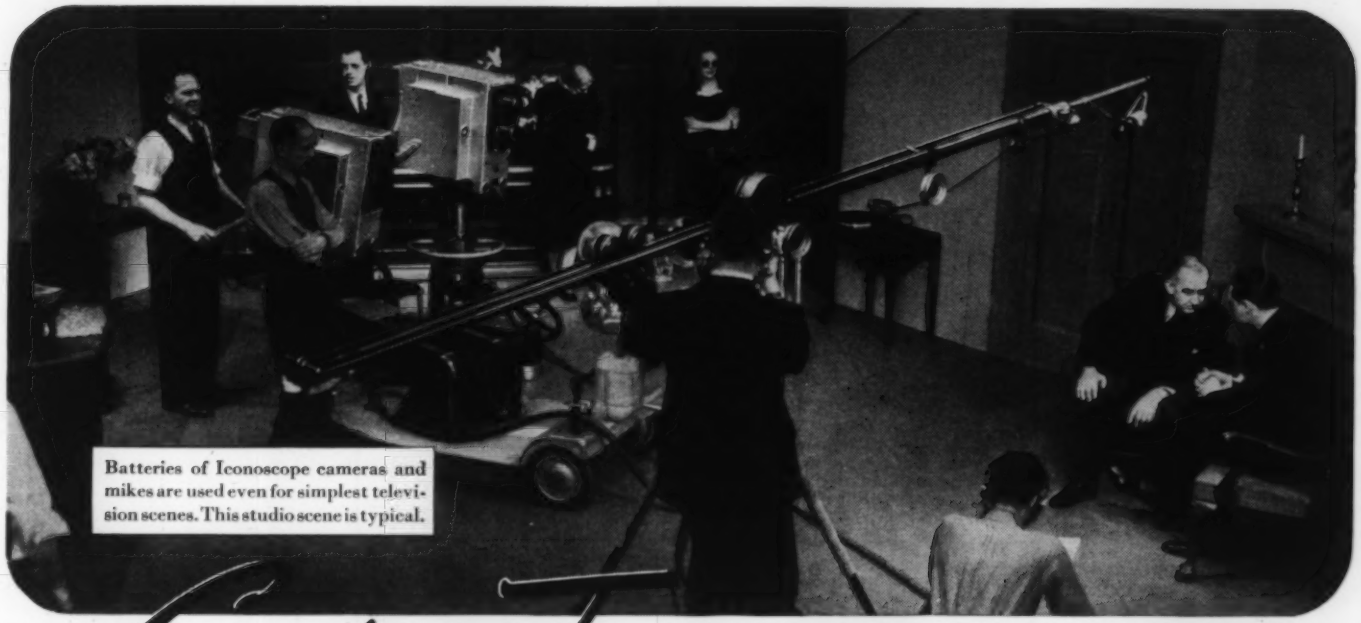
THOMAS H. HUTCHINSON, manager of the television program division: "After two weeks on the air we have found out that television can do a lot of things other entertainment media cannot do. There are also some things other media can do that we cannot do at the present time. For instance, we can't show the full stage that the theatre does. Television is an intimate art, not a circus and television shows must be built with that fact in mind. Detail is at present much more important to us than the overall picture. We must use an intimate approach in telling our story rather than a cavalcade attack.

"I believe that with proper production, however, there is nothing that we can't do in television. The response we have had from the NBC audience, small as it is, and the comments heard in radio shop demonstrations show that we are on the right track."

C. W. FARRIER, television co-ordinator: "The most significant thing about our two weeks of operation is the amazing success of the sidewalk interview type of program. At my home the other night I had, as my guest, the blase critic of a local theatrical paper. He was extremely critical as long as the studio stuff continued; he was comparing it with the more finished productions of the movies and stage, I suppose. But the moment the pickup from the World's Fair flashed on the screen and ordinary human beings began to talk, his guard was down. From that point on he leaned back in his chair and enjoyed the show—studio stuff and all. I believe that tells the story better than any comment I might make.

"The set sales, I understand, have been entirely satisfactory as far as the industry is concerned. And the listener reaction we have had from points in Westchester, Long Island and New Jersey indicate that our efforts to put on shows has been at least passable. It is still too early in the game, however, to look very critically at the shows. We know they can be improved and we are going to do it as soon as we can."

HISTORY WAS MADE when President Roosevelt was televised April 30 as he formally opened the New York World's Fair. In his inaugural program of the RCA-NBC television service, the television camera was focused on the President (A) from a point (B) about 50 feet distant. Thousands of New Yorkers at exhibits at the Fair and in department and radio store demonstrations in the down town district, more than eight miles away, saw and heard the historic telecast—the first in which a chief executive of the nation has appeared. Because the scanning had to be done over an exceptionally long distance, detail was not as good as closer-up scanning might have made possible under the prevailing conditions.



Batteries of Iconoscope cameras and mikes are used even for simplest television scenes. This studio scene is typical.

Curtain Time

FOR A NEW AGE OF ENTERTAINMENT

NBC Mobile Television Unit for outside pick-ups—The equipment is carried in two 10-ton trucks.

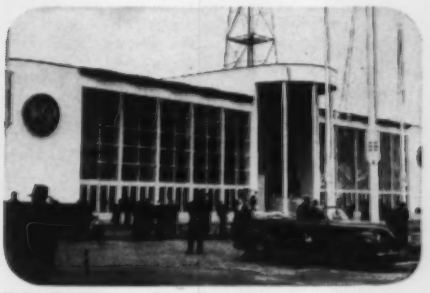
Programs by NBC to match the progress of Television

While RCA has concentrated on the technical aspects of television, NBC has studied another phase, the programming of television.

To produce television programs calls for intricate techniques. Practices are unique, and differ from those of radio, the stage or the movies. Progress has had to be largely by the trial and error method. NBC has devoted great effort, much time and a large outlay in money to the development of programming.

NBC pioneered many of the program forms which are today accepted standards of radio broadcasting. The same spirited leadership will characterize the further activities of the National Broadcasting Company in the new art of television.

This miniature model of a small city being built in NBC studios, will appear full-size when televised.



RCA Building at New York World's Fair. Visitors will see all the services of RCA including television.

NATIONAL BROADCASTING COMPANY

THE WORLD'S GREATEST BROADCASTING SYSTEM

A Radio Corporation of America Service

Accent on Youth On Pacific Coast

Ad Club Honors Young Sextet; NBC's Training Classes

LOS ANGELES Advertising Club combined its annual observance of National Youth Week and tribute to the radio industry by turning over the May 2 Biltmore Hotel luncheon meeting to junior members of NBC and CBS.

Six speakers, three from each network's guest relations staff, gave brief talks on the industry as an advertising, educational and entertainment medium. Jack Samways, NBC, spoke on radio and its effect on the consumer. Robert Barlow, CBS, outlined consumer coverage in metropolitan and outlying areas. Harold Haklik, NBC, told how audiences are surveyed for an accurate check on listener's habits. Robert Fisk, CBS, showed that radio can make a market for the high priced article just as it does for those in the lower priced division.

The five-minute talks were rounded out by George Volger of NBC and Richard Haysel of CBS. The former brought out facts showing that radio advertised products are the first to be found in the home. Haysel sketched the American system of broadcasting and pointed out that freedom of the air was the keynote of the industry.

Will Go To Convention

Leo B. Tyson, general manager of KMPC, Beverly Hills, Cal., and president of the Southern California Broadcasters Assn., presided. Sydney B. Gaynor, commercial manager of KHJ, Los Angeles, served as host. Don E. Gilman, NBC western division vice-president; Donald W. Thornburgh, CBS Pacific Coast vice-president, and Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System were among Southern California radio executives attending the meeting.

So impressed was the Ad Club membership that plans are under way to send the six lads to the Pacific Advertising Clubs Assn. convention to be held in Oakland, Cal., June 25-29 inclusive, to participate in the radio departmental meeting.

NBC Training Classes

To equip junior members of the organization with a thorough general knowledge of broadcasting and the workings of NBC, Don E. Gilman, western division vice-president of the network, has inaugurated a series of weekly training classes at Hollywood Radio City. Open to members of the guests relations and maintenance staffs as well as young men from other departments, the classes include instruction in sales, sales promotion, program building, sound effects, announcing, continuity writing and technical work.

"Practical experience as well as theory is included in the various courses, fitting these junior members of the NBC Hollywood staff for better positions as they occur in the various departments," Mr. Gilman said. "These classes will also serve as a means to prepare them for positions with NBC affiliated stations."

Andrew Love, in charge of western division literary rights, reads and edits all continuities submitted by the junior students. Harry Saz, sound effects engineer, instructs in his department. Sales classes are conducted by Tracy Moore, account executive and Charles Brown, western division sales promotion manager, instructs in the workings of his department. Walter Bunker, program manager, is in charge of the program building class.

TAKING a bow following their talks on radio at the Los Angeles Advertising Club luncheon meeting are two members of the guest relations staffs of CBS and NBC, with club officers. Left to right are Robert Fisk, CBS guide; Leo B. Tyson, general manager of KMPC, Beverly Hills, Cal., and chairman of the joint Radio Day and National Boys Week meeting of the Club; D. D. Durr, president of the Ad Club and Harold Haklik, NBC guide. The youths made a favorable impression.

Removal of 'Public Interest' Provision Urged as Cure for Censorship Problem

REVISION of the Communications Act of 1934, "omitting the word 'interest' and thus instructing the Commission to assign and renew licenses as 'the public convenience and necessity requires' ", was recommended by Merrill Denison in an article appearing in the May issue of *Harper's Magazine* as the simplest means to define and limit the censorial powers of the FCC. "The deletion of the single word would remove the most dangerous feature of the Act without impairing any of its essential virtues, the most important of which is the right of recapture," declared Mr. Denison, radio script and magazine writer, in his article, "Freedom, Radio, and the FCC."

History of Regulation

Recalling the sinking of the *Titanic* in 1912 as the incident responsible for enactment of America's first radio law, the article traced the development of the Commission into "probably the most powerful regulatory body ever created by Congress during peacetime; for to it and it alone have been granted powers which can be used to establish censorship or to invalidate the right of freedom of speech". The most dangerous phenomenon in connection with the FCC lies in "the widespread confusion as to what its functions and powers really are," Mr. Denison commented, adding that "the adoption of the licensing system so common to municipal government, in lieu of the Federal practice of the perpetual franchise . . . is both directly and indirectly responsible for most of the troubles of the FCC."

"Considering the unprecedented problems involved, both the Radio Act of 1927 and the 1934 Act have been far more successful pieces of legislation, particularly from the point of view of the public interest, than the incessant criticism they have provoked would lead one to suppose," the article commented. "While it is true that the apportionment of the too few licenses is placed in the hands of a small group, politically appointed, this is a necessary evil imposed by the broadcasting medium itself.

Abuses Are Possible

"It is true also that any license system opens the way to abuses. The only protection against such abuses lies in the honesty and integrity of those who issue the licenses. Despite the rumors of favoritism and graft in the administration of the Communications Act, it seems entirely improbable that such practices ever were or ever could become general. If they have occurred they must have been the exception rather than the rule, for it would be impossible for graft to exist in connection with the renewal of 1,400 licenses annually without knowledge of the fact coming out into the open.

"On the surface it would appear that Congress had adopted a system of broadcasting regulation that was practical and in the American tradition. Furthermore, the Act has been well administered. Despite the complicated factors involved, the Commission has discharged its primary function of covering the country with strong, clear radio signals so well that 90% of the population and 62% of the land area receive more than reasonably good radio reception.

"That this intricate pattern of radio emanations should have been established and maintained suggests an excellent technical job on the part of the original Radio Commission and its successor, the FCC. It must be remembered too that broadcasting regulation and supervision is but a small fraction of the present Commission's activities. In other fields of jursdiction — telegraphs, telephones, and all the other 26 phases of radio—the FCC has an excellent record for competent administration.

"Why then, one may reasonably ask, should the Commission be the object of successive waves of criticism of its supervision of commercial broadcasting? The answer to that question seems to lie in the apparently innocent phrase 'as the public convenience, interest, and necessity requires'. Included by Congress as a kind of guide which would both assist and restrain the Commission on its voyage out into the uncharted seas of radio regulation, the famous utility phrase has proved unreliable, and, far from serving to restrain, opens avenues of limitless power to the Commission.

Meaning Ambiguous

"In addition to serving less as a compass than a weather vane, the phrase has given rise to such a bewildering plethora of administrative problems that most of the time of the seven commissioners has been devoted to commercial broadcasting, although this item represents but one twenty-sixth of one-third of the FCC's regulatory responsibilities.

"To the original framers of the Act the meaning of 'the public convenience, interest and necessity' was probably clear and reasonably explicit. They used it in its utility sense and expected that it would receive the same application in the quasi-utility field of broadcasting. Instead, both its meaning and the limits of its application have turned out to be entirely ambiguous. No one knows for instance whether the Commission should apply the standard of 'the public interest' to the physical aspects of broadcasting only, or also to the programs which are broadcast.

"Such an amendment (omitting 'interest') would restrict the Commission's jurisdiction to technical and engineering matters and to violations of existing statutes. This simplification would greatly lessen the Commission's duties in connection with commercial broadcasting and would go far toward removing the friction between the industry and the regulatory body. With the elimination of the interest requirement, the need (or excuse) for reviewing a station's programs would vanish and with it the need for preparing exhaustive and costly biannual briefs."

Heinz on Yankee

H. J. HEINZ Co., Pittsburgh, on May 1 started a 13-week test campaign for soups, Junior foods and strained foods presenting Ireene Wicker, formerly known as *The Singing Lady*, on eight stations of the Yankee network. The program, heard five times weekly from 5:15 to 5:30 p.m., features songs and stories for children, with Miss Wicker acting the varied characters and Bill Adams announcing. Stations are WNAC WEAN WICC WCSH WLBZ WFEA WLLH WTHT. Maxon Inc., New York, placed the account.

PLANS of the Canadian Broadcasting Corp. to build two broadcasting centers costing $800,000 each in Montreal and Toronto are being held up. No official word can be obtained as to when construction will start, though a site has been bought in Toronto.

XUM

Your Subscription to

BROADCASTING
Broadcast Advertising

includes the

Radio Market Atlas Edition

and

Broadcasting Year Book Number

FOR *new*
SUBSCRIPTION
ORDER *only* ➡

XUM

"But I thought the East was the radio center of America!"

(ANOTHER OLD IDEA EXPLODED!)

We realize 'tis Spring, and that you, dear reader, are racked by the soft sweet fevers of the vernal season. But nonetheless, 'tis time for you to read page 127, Section IV of the F.C.C.'s "Report on Proposed Rules Governing Standard Broadcast Stations and Standards of Good Engineering Practice".

Issued on April 7, one of the most interesting items in this Report is that *DES MOINES has more radio advertising sales in proportion to population than any other city in the Nation* — has *five times* the national average for metropolitan districts! Local sales in Des Moines amounted to $1.02 per capita — net sales amounted to "the rather astounding total of $6.86 per capita". (Cincinnati was second in the Nation, with only $8.39 and $5.27, respectively!)

This is pretty good confirmation of all the things we've been telling you, all these years—that Iowa *must* be one of the best and most productive radio markets in the U. S. — that WHO is, conservatively, one of the biggest and most productive stations in the Union. This latter point is confirmed too by the fact that WHO *regularly* pulls mail from 45% to 55% of all the Nation's 3,070 counties . . . . May we send you further facts?

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., Representatives

NBC Net Profits In 1938 Drop to $3,434,301 Total

Labor Costs, Television Caused Decline; CBS Led Rival

THAT NBC networks earned a net profit of $3,434,301 during 1938, was disclosed by David Sarnoff, RCA president and NBC board chairman, in answer to a stockholder's question at the company's annual meeting in New York May 2.

While ordinarily RCA does not break down its subsidiaries' gross or net incomes in its annual reports, Mr. Sarnoff revealed that manufacturing represented a net of $3,597,207 while communications represented $648,006. The parent company's gross for 1938 was $99,968,109.

The NBC net, Mr. Sarnoff declared, compared to $3,700,000 for 1937, down 7% despite a 6% rise in gross income. Increased labor costs under agreements with AFM and AFRA accounted largely for the decreased profits, with television experiments also contributing. NBC expenditures for musicians rose from $1,250,000 in 1937 to $1,800,000 in 1938.

Similar increased costs accounted for the decrease in the net of CBS, which was $3,541,740 in 1938 as compared with $4,297,566 in 1937 [BROADCASTING, April 15].

First Quarter Business

Net earnings of $1,448,110 for the first quarter of 1939, $10,309 more than the $1,437,801 earned in the same period of 1938, were reported also by Mr. Sarnoff, but no breakdown for NBC was given for the period. Earnings on common stock, after preferred dividends were deducted, equalled 4.6 cents a share, as compared to 4.5 cents for the first quarter of 1938.

Gross income for the quarter was $25,004,989, more than $2,000,000 above the $22,630,568 grossed in the same period last year. But the cost of goods sold, operating, development, selling and administrative expenses also increased by more than $2,000,000, totaling $22,178,676 to date in 1939 as compared with $19,810,021 for the first quarter of 1938.

Interest, depreciation, amortization of patents and provision for federal taxes totaled $1,378,203 this year as against $1,382,747 last. Preferred dividends were $805,309 this year and $806,093 in 1938. Balance for common stock for the first quarter of 1939 totaled $642,801 as compared to $631,708 for the same period of 1938.

Pointing out that with the opening of the New York World's Fair two days before RCA had "made good" its promise of six months previous that it would put television on the market the day the Fair opened, Mr. Sarnoff said that more than 12,000 visitors had witnessed the opening day ceremonies on television receivers in the RCA Exhibit Building at the Fair.

"It is of course too early to draw any conclusions as to the retail market demand for television receivers this year within the limited area and with the limited program service now available," he said, but added that as more television stations are erected and program service is increased "it should eventually prove profitable both as a new medium for advertising and through the sale of a new line of instruments."

Continuing that the growth of television will provide employment for thousands of workers, he said public introduction of television "exemplifies the type of contribution to our national economy that is most needed to help recovery and to restore prosperity." In conclusin, Mr. Sarnoff stated that the greatest need of business—and of the world—is "the assurance of lasting peace so that men and industry may plan for a future which they can face with certainty. Radio in 20,000 planes may have great powers for war, but radio in 20,000,000 homes has greater powers for peace," he said.

Major Networks' Increased Time Sales Bring Best April Business in History

BEST April from the standpoint of billings in network history was reported by all coast-to-coast networks last month. Their combined gross billings for the month totaled $6,677,636, an increase of 12.7% over the $5,924,230 combined billings for April, 1938. Cumulative comb ned billings for the year to date are $27,671,025, beating the $26,373,248 billed in the first four months of 1938 by 4.9%.

Individually, each of the three networks showed higher billings than for April of last year. CBS, which had shown losses from the previous year's figures for 12 consecutive months, came up with a 17.7% increase for April, 1939, as compared with April, 1933. This April increase was enough to bring the CBS cumulative total for the year to date to $10,995,309, only 0.2% below the total of $11,018,777 for the same period last year.

NBC's total of $3,560,984 for the month is divided into $2,731,133 for the Red network and $829,851 for the Blue. Cumulatively for the first four months of 1939, Red billings total $11,722,973 and Blue billings $3,791,458. The combined cumulative Red and Blue totals make $15,514,431 for NBC as a whole for the first third of the year, 7.7% above the $14,408,905 total billings for the same period of 1938.

MBS, which for the last 12 months has set new records for billings for each calendar month, showed this April a 38.6% rise from last year's mark. For the year to date, MBS has billed $1,161,285, or 22.8% more than at the same time last year, when the cumulative total was $945,566.

Gross Monthly Time Sales

	1939	*% Gain over 1938*	*1938*
NBC			
Jan.	$4,033,900	6.3%	$3,793,516
Feb.	3,748,695	7.2	3,498,053
March	4,170,852	9.6	3,806,831
April	3,560,984	7.6	3,310,505
CBS			
Jan.	2,674,057	—7.1	2,879,945
Feb.	2,541,542	—5.2	2,680,335
March	2,925,684	—3.6	3,034,317
April	2,854,026	17.7	2,424,180
MBS			
Jan.	$15,078	16.7	269,894
Feb.	276,605	9.2	253,250
March	306,976	31.8	232,877
April	262,626	38.6	189,545

RCA Prints Newspaper By Facsimile at the Fair

A FACSIMILE newspaper, *The Radio Press*, is being published by RCA in cooperation with the *New York Herald-Tribune* at the RCA Building at the New York World's Fair. Edited by John Bogart, radio editor of the *Herald-Tribune*, and Whitelaw Reid of the newpaper's editorial staff, the paper publishes four editions daily—an early morning edition devoted entirely to World's Fair news and three "spot" news editions using Associated Press service.

The paper is made up and put through the facsimile scanning, transmission and reproduction processes in full view of Fair visitors, with copy being prepared on a Coxhead Vari-typer, an electric self-justifying typewriter with interchangeable fonts of type. The editors paste up this copy and the pictures on prepared sheets of paper which the radio facsimile operators will transmit. Copy is not broadcast, but is sent by wire from the scanner to the home-type facsimile receivers in this and other rooms of the exhibit building for the demonstration.

NBC, McClatchy Revise Net Affiliation Contract

REVISION of the affiliation arrangements of stations of McClatchy Broadcasting Co. with NBC under which KMJ, Fresno, becomes a basic member of the Pacific Coast Red Network effective May 15, while KFBK, Sacramento, KWG, Stockton, and KERN, Bakersfield, become optional to the Pacific Coast Red and Blue Networks, was announced May 3. The revised arrangements were worked out by Guy C. Hamilton, McClatchy general manager, with Niles Trammell, NBC executive vice-president, and other NBC officials in New York. It supersedes an arrangement in force during the last three years and will run for the remaining two years of the five-year contract.

KMJ, as a basic Red outlet, will command an evening rate of $120 per hour. KFBK will be basic Blue but also an optional Red outlet, and will be offered, along with KWG and KERN, at the combined rate of $160 per evening hour, the latter two stations being in the nature of bonus outlets. The fifth McClatchy station, KOH, Reno, is a CBS outlet.

Prudential on CBS

PRUDENTIAL INSURANCE Co. of America, New York, on May 29 will start a new dramatic serial entitled *When a Girl Marries* to be heard five times a week on 50 CBS stations. The quarter-hour program was written by Elaine Sterne Carrington, author and radio writer. Benton & Bowles, New York, places the account.

PUBLISHED reports that Richard C. Patterson, assistant Secretary of Commerce, would resign from that post to reenter private business in New York, were formally denied at the Commerce Department May 10. Col. Patterson was formerly executive vice-president of NBC.

Mullen Supervises RCA Fair Exhibit

Takes New Duties Following His Election as a V-P

FRANK E. MULLEN, recently appointed vice-president in charge of advertising and publicity of RCA, has also taken over the supervision of all RCA exhibits at the New York World's Fair, assuming the duties in this connection that were formerly handled by Lenox R. Lohr, NBC president.

Mr. Mullen

Mr. Mullen has appointed J. de Jara Almonte as RCA's executive representative at the Fair and Joseph D'Agostino as exhibit manager, in charge of personnel and operations at the RCA Bldg. on the exposition grounds. Both of these men were drafted from NBC for Fair duty, Mr. Almonte being normally an assistant to the president and Mr. D'Agostino a member of the engineering department.

A Radio Veteran

Mr. Mullen's promotion to vice-president of RCA was announced by David Sarnoff, president, following the last board meeting. Since 1934 he has been manager of the company's department of information and prior to that he had served NBC as Chicago manager and as director of the *National Farm & Home Hour*, which he organized in 1928. A journalism graduate of Iowa State College, Mullen's first newspaper assignment was covering radio news and in 1923 he started the first broadcasting service for farmers in this country, sponsored by the *National Stockman & Farmer*. He was the first announcer to give agricultural reports on the air, in programs for this paper on KDKA, and when he joined NBC in 1926 his first task was the organization of its agricultural service at the old KFKX, Hastings, Neb.

Horton Heath, assistant to Mr. Mullen, has been promoted to manager of the department of information, which continues under Mr. Mullen's direction. Mr. Heath joined RCA in 1936, coming from the *New Yorker* editorial staff. Formerly he had been a partner in the Michaels & Heath and the United advertising agencies.

Met. Life Adding

METROPOLITAN LIFE INSURANCE Co., New York, on May 8 started Edwin C. Hill as narrator and m.c. on a program entitled *Stop, Look & Listen With Edwin C. Hill* on WOR, Newark, Mondays through Fridays from 9:15 to 9:30 p.m. A transcribed version of the program is rebroadcast the following day on WNEW, New York, from 7 to 7:15 p.m. The programs, set for 52 weeks, present dramatized case histories from the files of the company and are also designed to promote the life insurance industry. Metropolitan is also sponsoring Mr. Hill on another insurance advisory program on WNEW, New York, which started April 18. Further broadcasts on New York stations are planned. Young & Rubicam, New York, handles the account.

ANOTHER NETWORK PROGRAM
SUCCESS OFFERED AS A
TRANSCRIBED, SYNDICATED FEATURE

"Heart Throbs of the Hills"

A TRANSCRIPTION series of dramatic musical sketches based on the ballads and folk-lore of the southern mountain settlements. Do not think of this unique feature as being in the ordinary hill-billy class of entertainment. It is something far more than that, far superior and of vastly greater appeal.

There is a charm and simplicity about the programs which is at once captivating, and appealing and certain to win and hold a wide and appreciative audience.

These programs are of proven value. They have previously delighted and entertained network audiences for years. In this new series, the stories of Ethel Park Richardson, noted authority on folk-lore and music of the hills, are portrayed by a cast of outstanding artists and singers.

Each episode is a complete story and ample time is allowed in each fifteen-minute program for a commercial message of suitable length. Audition samples are available.

For further information regarding availability, rates, etc., write—

Electrical Transcription Service

NATIONAL BROADCASTING COMPANY

THE WORLD'S GREATEST BROADCASTING SYSTEM

A RADIO CORPORATION OF AMERICA SERVICE

FCC Approves Two More Hearst Sales

Grants Authority to Transfer Stations KNOW and WACO

TWO MORE Hearst-owned stations have been authorized to go into the hands of new owners as a result of FCC decisions May 8. Without the usual hearing, the FCC granted voluntary assignments of the licenses of KNOW, Austin, and WACO, Waco, both Texas locals, to the Frontier Broadcasting Co. They were sold for $50,000 each.

Frontier is headed by E. S. Fentress, publisher of the *Waco News-Tribune*, as 50% stockholder, with S. W. Richardson, rancher and capitalist, and Charles F. Roeser, oil man, each holding 25%. Mr. Richardson and Mr. Roeser are chief backers of Elliott Roosevelt's Texas State Network.

The only other Hearst station in Texas remaining to be disposed of is KTSA, San Antonio, sold last year to the *Amarillo Globe & News* group headed by O. L. Taylor, who operate KGNC, Amarillo; KFYO, Lubbock, and KRGV, Weslaco. A hearing was held on this application, but action has not yet been taken.

Of the various sales deals involving Hearst stations [BROADCASTING, May 1], the only other one to be approved by the FCC was that of KOMA, Oklahoma City, also transferred without hearing to William T. Griffin, principal owner of KTUL, Tulsa.

Status of WINS

E. N. Stoer, Hearst Radio comptroller in executive charge of station operations, advised BROADCASTING May 2 that the Hearst stations which are under sales contract, pending FCC action, are being managed and operated directly by the Hearst organization. With particular reference to WINS, New York, under contract for sale to Milton F. Biow, advertising agency executive, Mr. Stoer asserted that the station is not in any wise being managed by Mr. Biow and that he is not consulted in connection with any of the station policies.

"He has nothing to do with the station in any way, shape or form," Mr. Stoer said. "Nor is he consulted in connection with the policy of the station." Mr. Stoer's statement was made in refutation of the report published in the May 1 issue of BROADCASTING that Mr. Biow currently is operating the station under a management contract pending FCC action. He added that the strict policy of the Hearst company was to operate the stations completely and in every detail until such time as FCC approval is forthcoming on those stations which are under contract for transfer.

WPRO Power Boosted

WPRO, Providence, on May 8 was authorized by the FCC to increase its day power from 1,000 to 5,000 watts and its night power from 500 to 1,000 watts. The station, operated by Cherry & Webb Broadcasting Co. and a CBS outlet, will move its transmitter site locally and install new equipment. A directional antenna will be used at night on its 630 kc. channel.

A HAPPY BIRTHDAY was Kate Smith's 29th, on May 1, which was also the eighth anniversary of her CBS debut. Gift of her sponsor, General Foods Corp., was a three-year non-cancellable contract, with options thereafter to run indefinitely, for her Thursday evening variety hours on CBS. Kate was also guest of honor at a birthday party at The Ambassador, New York, attended by representatives of General Foods, Young & Rubicam, CBS and the press. Above (l to r) are Clarence Francis, president, General Goods Corp.; Gabriel Heatter, commentator; Ted Collins, Kate's manager; Miss Smith; William S. Paley, CBS president, and Chester LaRoche, president, Young & Rubicam.

Seeks to Buy WIBC

H. G. WALL, Detroit attorney and counsel for George B. Storer, Detroit industrialist and broadcaster, is disclosed as the principal in the proposed acquisition of control of WIBC, Indianapolis, 1,000-watt daytime station on 1050 kc., which went on the air last November. In an application for transfer of control filed with the FCC, Mr. Wall, whose wife already owns all of the preferred stock and 49% of the common stock of the licensee corporation, Indiana Broadcasting Corp., seeks authority to purchase the remaining 51% common for a consideration of between $10,000 and $15,000. The station is now controlled by Glenn Van Auken, Indianapolis attorney, who founded it. Mr. Wall, it was stated, proposes to buy the remaining common stock as a personal investment and is not acting for Mr. Storer, who controls WSPD, Toledo, and WWVA, Wheeling, among other radio holdings.

Buying WALR Control

WEST VIRGINIA Broadcasting Corp., licensee of WWVA, Wheeling, in an application filed with the FCC, seeks to acquire the 40% interest in WALR, Zanesville, O., held by Ronald B. Woodyard, manager of the 100-watt outlet on 1210 kc. Controlled by George B. Storer, Detroit industrialist and broadcast station owner, the corporation already owns 50% interest in the station. Mr. Woodyard is said to have agreed to sell his holdings for approximately $13,000. The other 10% is held by Frazier Reams, Toledo attorney, who controls WTOL in that city.

WBCM Sale Approved

TAKING action without a hearing, the FCC on May 8 authorized the sale of controlling interest in WBCM, Bay City, Mich., to Harley D. Peet, head of the local Peet Packing Co. James E. Davidson, owner of the station and Republican national committeeman for Michigan, last November applied to the FCC for authority to sell 3,332 out of 5,000 shares of common stock for $100,000. WBCM operates with 500 watts night and 1,000 day on 1410 kc.

WITH KYA dropping its affiliation with the California Radio System, KSAN became the San Francisco outlet for the network on May 4.

WAR RADIO CONTROL DENIED BY BRITISH

REPORTS that the British Government on July 7 will take over control of the British Broadcasting Corp. [BROADCASTING, May 1] have been characterized as "entirely erroneous". Felix Greene, BBC representative in New York, on May 8 quoted the Government's denial of a story first appearing in the *London Daily Mail* April 22, and declared "there is no foundation for the report that the Government is contemplating the adoption of any special measures of control over the BBC."

When the *Daily Mail* story appeared American correspondents cabled interpretations to newspapers and press associations which indicated that control was to be exerted as a war measure. The stories were vague, however, as to the exact nature of the steps to be taken, except that they indicated tighter control of news broadcasts was in prospect.

Meanwhile, the BBC, Government-owned but operated like a private enterprise under royal charter, indicated its amenability to Government influence May 8 when it failed to carry the peace speech of the Duke of Windsor from Verdun. French and many other European stations carried it and the NBC networks relayed it to this country, the first speech by the former monarch since his famous abdication broadcast of Dec. 11, 1936.

Heads 2 in California

STANLEY PRATT, one of the group recently authorized to acquire KHSL, Chico, Cal., and KVCV, Redding, Cal. [BROADCASTING, April 15], has been named manager of the stations, succeeding Harold Smithson. Both stations on May 10 became units of the Don Lee-Mutual network, which with the recent addition of KWLK, Longview, Wash., now numbers 31 Pacific Coast outlets. The two stations were purchased for $55,000 from a group headed by Mr. Smithson by a group comprising the late Ray McClung, publisher of the *Merced* (Cal.) *Sun-Star*, also part owner of KYOS, holding 150 shares; Horace E. Thomas, publisher of the *Marysville* (Cal.) *Appeal-Democrat*, 75 shares, and Mr. Pratt, 75 shares.

NAB WILL OPPOSE ECONOMIC REPORT

COINCIDENT with postponement of the due date for filing of exceptions to the proposed new rules and regulations to govern broadcasting, it was learned May 5 that the NAB will interpose opposition specifically in connection with portions of the FCC committee's report relating to social and economic factors.

With Commissioner Craven presiding, the FCC May 5 granted petitions of several parties for extension of time in the filing of exceptions from May 6 until May 15. The Crosley Corporation and CBS specifically asked for the extension and were joined by NBC and the NAB.

Philip G. Loucks, former NAB managing director and counsel for the Association at the time the original hearings on the rules were held last year, will file the pro forma exceptions and seek oral argument in the NAB's behalf.

The NAB decided to file exceptions not because of serious opposition to the proposed new rules themselves or the more important phases of the engineering standards but primarily because of comments of the three-man committee dealing with social, economic and competitive phases of broadcasting [BROADCASTING, April 15]. Regarded as most important was the reference to possible legislation to protect newspapers from unlimited radio competition.

Generally speaking, it is expected that the exceptions filed by parties in interest will be of a routine nature with the real issues to be raised at the oral arguments, probably to be scheduled during June. Presumably the oral arguments would be supplemented by filing of briefs.

WAAB Power Boost

WAAB, Boston, Colonial Network key station, on May 1 was authorized by the FCC to increase its power from 500 watts at night and 1,000 watts daytime to 1,000 watts unlimited time on its 1410 kc. frequency. The Commission found that WAAB is providing a meritorious program service and that granting of the application will permit those programs to be heard by additional persons as well as provide a signal strength 40% greater.

ORIGINALLY authorized for construction last year as a 250-watt daytime outlet on 1200 kc., the new WENY, Elmira, N. Y., on May 1 was granted 100 watts night by the FCC and was given an extension of commencement and completion date. The station is now being constructed by the *Elmira Star-Gazette*, a Gannett newspaper, which also operates WESG, Elmira, under lease from Cornell University.

FULLTIME operation on 710 kc., with 1,000 watts nights and 5,000 days, is sought by KMPC, Beverly Hills, Cal., in an application filed with the FCC. The station now operates with 500 watts limited time on 710 kc. Transmitter would be moved to Culver, Cal.

THE FCC, without a hearing, on May 1 authorized the transfer of ownership of KVGB, Great Bend, Kan., 100 watts on 1370 kc., from Ernest Edward Reuhlen to Miss Helen Townsley, local businesswoman. The purchase price was $22,353.

XUM

50,000 WATTS

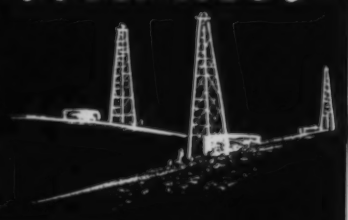
SOON

Approximately Aug. 15th.

. . . in America's

Most Receptive Market

TWO MILLION ABLE
TO BUY PROSPECTS



A SHREVEPORT TIMES STATION

KWKH

Represented by THE BRANHAM CO.

Shreveport · CBS · *Louisiana*

Compilation of Market Figures For Entire Nation Is Published

Department of Commerce Handbook Provides 82 Series of Figures as Aid to Business

UNDER the title *Consumer Market Data Handbook, 1939 Edition*, the U. S. Department of Commerce May 12 published a 464-page compilation of marketing information covering every State, county and each of the 3,165 cities of 2,500 or more population, to be available for distribution this month.

The compilation will be obtainable from the Superintendent of Documents, Washington, D. C., for $1.75 or from district offices of the Bureau of Foreign & Domestic Commerce.

The studies form part of the Department's "aids to business" program and were prepared by the Marketing Research Division of the Bureau of Foreign & Domestic Commerce.

Brought together in one volume are all available significant county and city data bearing on the marketing of goods produced for use by American consumers. Secretary of Commerce Harry L. Hopkins describes the handbook as "one of the most valuable compilations of consumer information ever issued."

New Data Revealed

Never published before are 28 series of data, including information on magazine circulations, total income tax returns classified by income classes, and especially prepared indices of local popularity of different kinds of retail stores.

In all, the handbook offers 82 series of marketing data as determined by a large group of businessmen to be of major importance in analyzing marketing possibilities. The group was composed of sales managers, distributors, trade paper editors, advertising agents, trade association executives and other marketing specialists.

Besides the 28 new series of data, the 82 groups contain statistics drawn from some 800 tables in 18 individual volumes and 49 separate studies already published.

Two series of data list families with radios in 1938 and the number of radios per 100 families. In a foreword, Alexander V. Dye, Director of the Bureau of Foreign & Domestic Commerce, makes acknowledgment to the Joint Committee on Radio Research for its radio data. The handbook was prepared under general direction of N. H. Engle, Assistant Director, and under the supervision of Wilford L. White, Chief of the Marketing Research Division, and Ada Lillian Bush, Chief of the Consumer Market Section. Ben P. Haynes and Guerry R. Smith, of the Marketing Research Division are listed as the actual compilers.

The introduction offers hypothetical cases to show how businessmen can use the data in establishing sales quotas and determining marketing possibilities for particular geographic areas.

The first group, headed "Population & Dwellings" for 1930, contains latest available data on total number of persons; % white; % U. S. total; total number families; % owning homes; total number dwellings.

"Volume & Type of Business and Industry," 1935, includes retailing, total number of stores and sales; % U. S. total; sales per capita; wholesaling, total number of establishments and sales; manufacturing, total number of plants and value of products; farms.

"Employment and Pay Rolls, 1935" covers total employes (Censuses of Business and Industry) and wages paid, total amount retailing, number of employes and wages paid; wholesaling, number of employes and wages paid; manufacturing, number of employes and wages paid; mining, number of employes and wages paid; farming, number of persons on farms; gainfully employed, 1930; unemployed, number reporting, 1937.

Distribution Figures

"Retail Distribution" for 1935, contains data on food stores, number and sales, index of place in local sales; eating and drinking places, number and sales, index of place in local sales; general stores (with food), number and sales, index of place in local sales; general merchandise group, number of stores and sales, index of place in local sales; apparel group, number of stores and sales, index of place in local sales; automotive group (except filling stations), number of stores and sales, index of place in local sales; filling stations, number of stores and sales, index of place in local sales; furniture, household group, number of stores and sales, index of place in local sales; lumber-building-hardware, number of stores and sales, index of place in local sales; drug stores, number and sales, index of place in local sales; other retail stores, number and sales.

"Related Indicators of Consumer Purchasing Power" includes individual income-tax returns, 1934, total number classified by income classes; individual income-tax returns, 1935, total number and number per 1,000 persons; passenger automobiles registered, number and number per 100 families; families with radios, 1938, total number and number per 100 families; residential telephones, 1935, total number and number per 100 families; domestic electric meters, 1930, total number and number per 100 families; circulation of 12 national magazines, 1937 (American, Collier's, Cosmopolitan, Liberty, Saturday Evening Post, Time, Good Housekeeping, Ladies Home Journal, McCall's, Pictorial Review-Delineator, True Story, Woman's Home Companion); circulation of six general magazines, 1937, and circulation of six women's magazines, 1937; farms, 1935, value and value per farm.

CLASSY CUSTODIAN of women's activities is Jane King, who conducts the streamlined *For Women Only* domestic series on WIP, Philadelphia, and who is advanced by WIP as its entry in the "most beautiful" sweepstakes. A broadcasting veteran of nine years, Miss King's background includes bounteous travel, continental schooling, and experience in the drama and on the lecture platform. Born in Portland, Ore., after traipsing all over the world with her family and finishing school she took her first whack at radio with WOKO, Albany, then continued at WTIC, Hartford, and finally gravitated to Philadelphia as a free-lance artist, where she later affiliated with WIP.

The first group indicates the number of purchasing units within a particular marketing area. The second indicates to some extent the principal wealth-producing activities in a given area by showing the number of establishments and the volume of business by various trades and industries. The third group shows the number of workers and their actual wage incomes by industries, as well as total wage income figures for all industries on which data are available, representing about 37% of the estimated national income in 1935. The fourth group presents figures showing the number of stores and volume of sales by kinds of business, as well as a new index indicating the relative importance of each kind of store as an outlet for consumer goods in the particular locality. The fifth group presents data giving many indications of consumer purchasing power.

Plotting Sales Programs

In the introduction to the handbook it is stated that "although some individual businesses have prospered greatly without the use of external facts and figures, most authorities agree that sales plans are more likely to be free from serious error when based upon all significant facts. Marketing statistics are used principally as a basis for establishing sales policies, planning for sales, and as a check on the effectiveness of existing sales practices.

"In general, the figures indicate where the consumers live, how many there are, the type of community in which they live, the kinds of stores they tend to patronize, and their ability to buy. Use of this and similar information in formulating marketing plans should go far toward enabling businessmen to distribute their goods and services more economically and efficiently."

In suggesting uses to which the data may be put, the handbook explains that primarily, "evaluations of markets and trading areas are made to ascertain the answer to the following question: What parts of the total United States market should be covered to obtain the most sales at the highest degree of efficiency?

"In arriving at the answer to this question, analysis will develop information which will serve as bases for setting up sales quotas; considering expansion of operations; delineating sales territories; selecting distribution methods and channels of distribution; determining the efficiency of selling efforts; locating branch offices, warehouses and distributive outlets; evaluating specific consumer-goods markets; determining needed changes in direction of promotional effort; establishment of operating budgets."

Training in Radio For Child Advised

"TEACHING children to appreciate good radio programs—whether in the form of music, dramatic sketches or news broadcasts, does not differ greatly from teaching them other things," according to Dr. Ernest Osborne, of Teachers College, Columbia University, under whose direction the WPA of New York City has prepared a pamphlet entitled *Children & the Radio*, one of a series on parent-child relations.

"The radio brings up new questions and new problems for parents to face," continues Dr. Osborne, "but some of these problems are merely old ones of home guidance, and may be solved, not as radio-program problems, but in terms of relationship of members of the family to each other and adjustment of home routine."

It is important for parents to realize the power they can exert through pressure to obtain the type of program they desire for their children, says Dr. Osborne, who points out how, in recent years, through criticism and boycott of poor programs, many stations have been forced to discontinue such broadcasts.

Parents who want their children to listen to the best radio programs should so raise their own standards of good taste that as a natural result the children will choose the good programs rather than the trashy or sensational types of broadcasts, the pamphlet states.

The pamphlet concludes: "At all times we want to bear in mind that the radio is today a powerful force in our lives. And for this reason, we should not minimize the problems which it raises, and which we should try to solve."

Children & the Radio is one of 40 pamphlets developed by Teachers College and the WPA for distribution to parents throughout the country. During the last year, 75,000 questionnaires were sent out to the same parents asking them to send in the most pressing problems encountered in relationship to their children. The outstanding problems form the material for the pamphlet series.

DEPENDABILITY

THE following inscription from Herodotus is carved on the New York Post Office: "NEITHER SNOW, NOR RAIN, NOR HEAT, NOR GLOOM OF NIGHT, STAYS THESE COURIERS FROM THE SWIFT COMPLETION OF THEIR APPOINTED ROUNDS."

This might well be the motto of the Hooper-Holmes full-time inspectors, for our clients have learned that regardless of conditions, this Bureau delivers its full quota of reports on the day they are promised.

On the very day we recently started a survey in Wisconsin the newspapers carried the story of an unexpected blizzard with drifts 10 to 15 feet deep. In part of the state 197 inches of snow fell—breaking all records. But, we delivered to our client his full quota of reports.

About the same time one of our men wired from Utah that about 30% of the homes in one county he was assigned were quarantined for Mumps, Chicken Pox and Whooping Cough. But again we did not disappoint our client.

And, from northern Georgia another man reported that he had to be hauled out of ditches twice in one day. Heavy rain had complicated the job.

Hooper-Holmes keeps all promises of completion of field research surveys because our men are constantly getting information as a matter of routine and are always available.

★

WHAT IS THE HOOPER-HOLMES BUREAU?

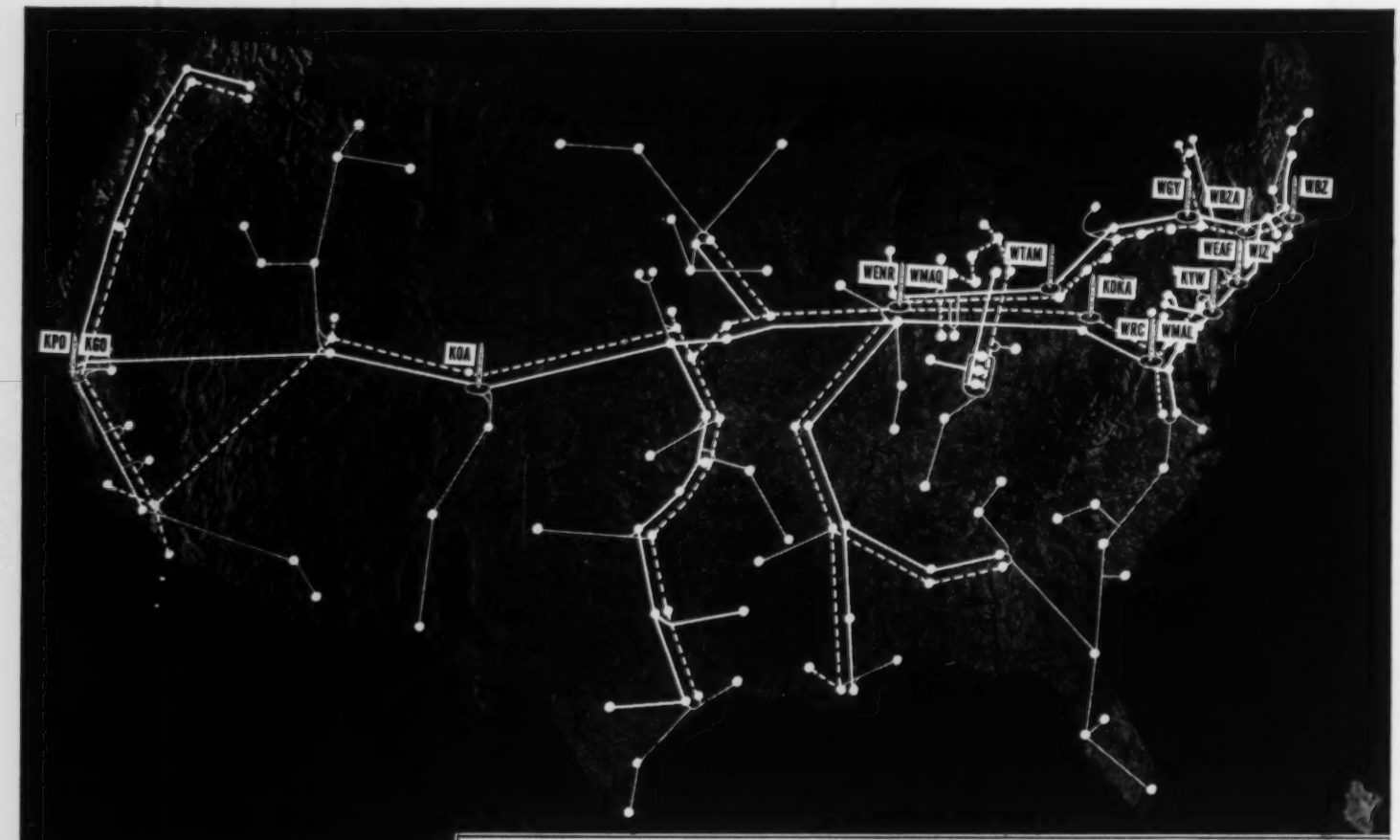
For 40 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained Inspectors, all of whom are full-time men. Their work is supervised by 80 Branch Offices. They regularly cover 11,140 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.

Address all inquiries to Market Research Division, Chester E. Haring, Director.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

Radio's Service to

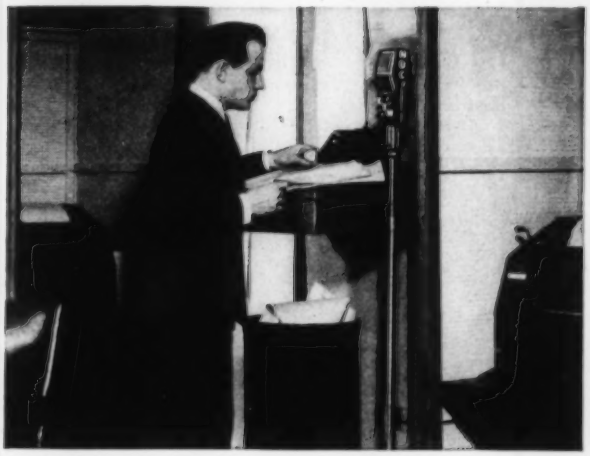


NATIONAL BROADCASTING COMPANY, INC., NETWORK FACILITIES AS OF APRIL 17, 1939.———Red Network.– – – – – Blue Network.———— Supplementary Groups WEAF and WJZ New York • WRC and WMAL Washington • Westinghouse Stations WBZ and WBZA Boston and Springfield, KYW Philadelphia, KDKA Pittsburgh • General Electric Station WGY Schenectady • WTAM Cleveland • WENR and WMAQ Chicago • KOA Denver • KPO and KGO San Francisco.

Typical Activities of NBC Stations

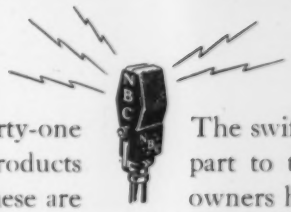
★

BUSY STAFFS with aid of ticker services see to it that NBC listeners get the vital local and national news quickly.



RCA Radio Corporation

the United States



IN the United States there are about forty-one million radio sets in use, many of them products of RCA Victor. All who have access to these are able to enjoy entertainment of higher quality, more variety and greater quantity than are radio listeners in any other country.

Radio is able to provide so richly for its listeners because of the American system of network broadcasting. Obviously many stations combining their efforts can afford talent that would be impossible for any single station. But the nation-wide excellence of NBC programs depends also on the man-power and equipment of its two groups of stations. These are the 15 that are the basis of the NBC Networks (shown in large letters on the map), and the 156 affiliated stations of the Red and Blue Networks. Vital in the activities of their local communities are the managers and staffs of these stations. All network stations perform a dual function. They carry network programs, and in addition they serve their local communities in many and notable ways.

The swift progress of radio has been due in large part to the work of RCA Laboratories. Station owners have shown their willingness to be of service by quickly adopting improvements. For they realize that unless the station is operated in keeping with modern practice, it matters not how well the show is put on.

Other members of the family of the Radio Corporation of America also have made great contributions to radio. High fidelity RCA Broadcast and Test Equipment—superb RCA Victor* Radios and RCA Victrolas* for the home help millions to enjoy radio more. The world-wide facilities of R.C.A. Communications, Inc., bring programs from the far corners of the earth, keeping Americans abreast of latest developments everywhere. And these are but a few of the ways RCA works in every field of radio towards an even greater radio service for all.

• • •

*Trademarks "RCA Victor," "Victrola," Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.

FOOD FACTS HOT OFF THE GRIDDLE — NBC insists on facts. Case in point is information about cooking and other women's interests. Photo shows announcer giving "play-by-play" account of recipe which the home economics expert is preparing in the kitchen studio.

"THERE HE GOES"—The interests of baseball fans are widely served by NBC stations, both in the broadcasting of local games and in reports of the World Series. Virtually every other sport is also ably reported by the skilled announcers of various NBC stations.

of America RADIO CITY NEW YORK

National Broadcasting Co.
RCA Manufacturing Co., Inc.
Radiomarine Corporation of America
R.C.A. Communications, Inc.
RCA Institutes, Inc.

XUM

Songwriters Ask New Record Pact

Assign All Mechanical Rights In Music to the SPA

POSSIBILITY that the makers of transcriptions and recordings may have to deal with the songwriters instead of the publishers after June 1 to obtain permission to record popular music was raised by the recent action of the 600 members of the Song Writers' Protective Assn. in assigning to the SPA all mechanical rights to their music.

These rights, which cover all recordings, transcriptions and synchronizations, heretofore have been handled by the Music Publishers Protective Assn., but for several years have been disputed between the composers and the publishers. Likelihood, however, is that the SPA will use the assignment as a major argument in negotiating a new contract with MPPA for the control of these rights and will not itself assume administration of them unless the attempt to secure better terms from the publishers' group fails to do so.

Seek Higher Minimum

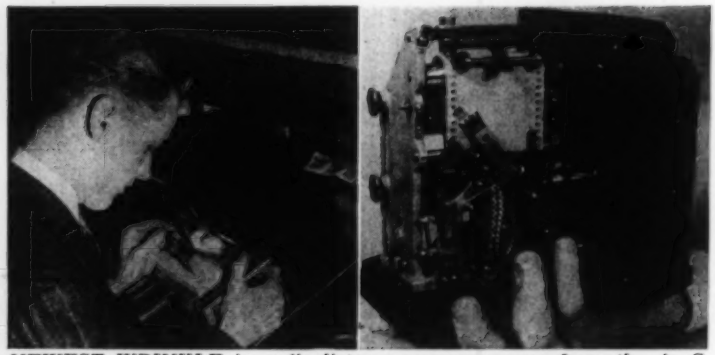
New assignment of mechanical rights, negotiated by the SPA attorneys, Hays, St. John, Abramson & Schulman, has been approved by the entire membership and "offers no ground for legal contest by the composers", according to a statement released by the SPA, which calls the assignment "a major triumph for the composers". All contracts entered into between the composers and publishers after June 1 will be subject to this assignment, which continues for two years.

Purpose of the assignment, according to an SPA spokesman is to enable the association to obtain a higher minimum for the writers from the publishers. A large number of publishers already pay the 50% minimum desired by the composers, but there are many who pay only 33 1/3%, it was said, and the writers hope through their new assignment to force these publishers into line.

The SPA has no desire to take over the administration of the mechanical rights, it was said, but it will do so if the publishers do not meets its terms. Another point the songwriters want included in the new contract is a ban on bulk licenses, whereby a publisher gives to a recorder the rights to his entire catalogue for a lump sum. This, according to SPA, makes it virtually impossible for the writer to learn whether or not his tunes are being used.

Walter Douglas, president of the MPPA, said that the publishers were inclined to be sympathetic with the writers' viewpoint and added that he and his organization would be glad to send a committee to meet with the SPA committee at any time. He expressed a belief that a satisfactory contract could be worked out without too much trouble, leaving the administration of the mechanical rights in the hands of the publishers.

NEW YORK State Senate on May 3 gave legislative approval without debate of the Condon Bill under which broadcasts of fights and wrestling bouts will be subject to a 5% tax to be collected by the New York State Department. The bill is now being considered by the Assembly.



NEWEST WRINKLE in radio listener surveys comes from the A. C. Nielsen Co., Chicago, which has perfected and is now testing its Audimeter in 200 homes in the Mid-West. The Audimeter mechanism (right), which is atttached to the receiver and starts operating as soon as the set is turned on, consists of a moving tape, actuated by clockwork, on which a stylus records the precise time and duration of listening and the listened-to station. At left an analyst in Chicago headquarters uses calipers to translate the recorded arcs into figures of time and call letters preparatory to compiling listening data for the Nielsen Index.

ANALYZING LISTENER HABITS

Nielsen Audimeter Survey Around Chicago Covers 100,000 Hours of Set Operation

RESULTS of the initial survey for the Nielsen Radio Index, covering 40,000 square miles in and around Chicago, and using 200 of its Audimeters in continuous operation since October, to check listening time and station preference, indicate a wide variation between listening in telephone and non-telephone homes, an inadequacy in telephone surveys, and a vital difference between the winter and summer listening problems of broadcasters, according to the A. C. Nielson Co., Chicago market research firm which has perfected the Audimeter survey system.

Hugh L. Rusch, executive vice-president of the Nielsen company, said the Audimeter, in addition to providing an accurate average, shows the total number of individual families tuned to a particular program, along with a minute-by-minute net audience count that indicates which sections of a broadcast are most popular.

Costly Experimenting

The basic principle of the Audimeter is relatively simple, although the Nielsen firm estimates it has spent more than three years and $100,000 in developing and perfecting the instrument and overcoming operating problems. The apparatus includes a paper tape, moved by a clock drive, on which a stylus begins marking when the radio set is operated. The position of the mark on the tape longitudinally indicates the exact time of listening, and with the movement of the tuning dial swinging the stylus across the tape, the position of the lateral line indicates the station to which the set is tuned. The resulting curve supplies an accurate chart of time and station frequencies. The entire unit is enclosed in a compact case which can be connected to practically all types of receivers.

Since the installation in October of the 200 Audimeters in homes throughout the survey area, a field staff has made monthly calls to pick up and replace used tapes. The one-thousandth tape, recently received from the field, represented an aggregate 741 hours and 50 minutes of recording time, about 30,000 days of radio listening, or 100,000 hours during which receivers were tuned in, according to Mr. Rusch.

In selecting the cross-section of homes for the test, the Nielsen organization employs a technique based on previous experience in sampling retail markets in the drug, food and liquor fields. Predetermined numbers of the 200 instruments were installed in native white, colored and foreign-born homes; in telephone and non-telephone homes; in homes classified by family size, income class and other controlling factors.

An important phase of the Nielsen survey is the detailed inventory of products used in each home, obtained by the field man each month during his regular calls. With a record of programs listened to and the inventory of brands used by the household, an index of the selling power of programs can be determined.

NEWS SPONSORSHIP UNDECIDED BY AP

NO ACTION on the resolution passed by the Associated Press membership at the annual AP meeting on April 24, requesting the board of directors to consider the sale of news for sponsored broadcasts [BROADCASTING, May 1], has been taken and none will be until the meeting of the board's executive committee on May 24, according to W. J. McCambridge, AP assistant general manager. Ever since the convention, he said, members of the committee have been studying the question and collecting the views of AP publishers as to the best method of inaugurating such a service.

Irresistible on 2

IRRESISTIBLE Inc., Jersey City (cosmetics), on May 7 started sponsoring Mutual's cooperatively sponsored program *Show of the Week* on WGN, Chicago, and WHK, Cleveland. Wesley Assoc., New York, handles the account.

NEW YORK ENACTS RADIO LIBEL BILL

THE BILL introduced by Assemblyman Abbot Moffat and Senator Frederic Coudert Jr., both New York Republicans, which gives radio stations and speakers the same protection against actions for libel or slander as newspapers and newspapermen in reporting public or official proceedings, was signed on May 8 by Gov. Herbert Lehman of New York. The bill becomes Chapter 415, laws of 1939, and amends the Civil Practice Act in relation to libel suits.

Specifically, the new law provides that "an action, civil or criminal, cannot be maintained against a reporter, announcer, commentator, speaker, editor, broadcaster or proprietor of a radio broadcasting station, facility or system for the publication therefrom by radio broadcasting apparatus of a fair and true report, oral or written, of any judicial, legislative or other public and official proceedings, or for any title or head note to such a report which is a fair and true title or head note thereto."

P-R Still in Business, Says Barrett; UP Quits

DESPITE the removal by United Press of its printers from the Press Radio Bureau April 30, the Bureau "is still in business", according to its manager, James Barrett. Mr. Barrett declined to amplify his statement and would not disclose either the source of his news nor the stations to whom the Bureau is rendering service.

Action of UP, which occurred at the conclusion of the term agreed to at the 1938 convention of the American Newspaper Publishers Assn., which at that time recommended the Bureau's continuance for another year, follows a similar withdrawal of facilities from the Bureau by the Associated Press last December and by International News Service some time previous to that. CBS and NBC, which for more than four years had broadcast two five-minute periods of news from the Bureau daily on a sustaining basis, stopped using the service last December [BROADCASTING, Jan. 1]. In February of this year the AP began furnishing its news to NBC on a similar "public service" basis, without charge and for use only as sustaining material, and subsequently extended the same service to WOR, WQXR and WBNX, all in New York [BROADCASTING, Feb. 15, March 1, April 15].

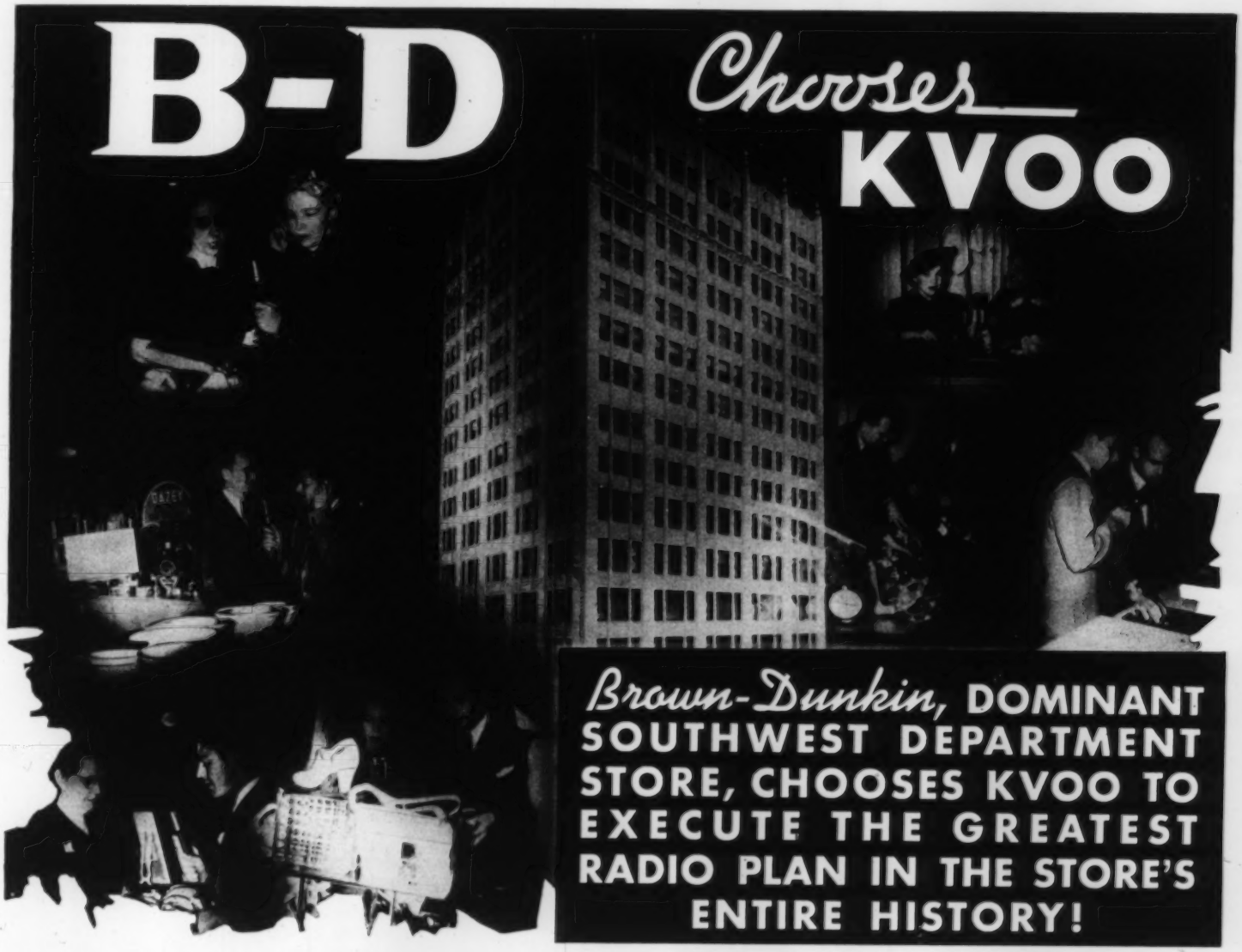
Tums on 106 Red

LEWIS-HOWE Co., St. Louis, (Tums), on Sept. 30 starts *Horace Heidt* on 106 NBC-Red stations, Saturday, 10-10:30 p.m. Including all optional and Red supplemental stations, the network is one of the largest ever used for a regular weekly program. Dudley Rollinson, of the sales staff of NBC-Chicago, handled the sales details, while the account was placed through Stack-Goble Adv. Agency, Chicago. It is understood that spot radio placements and black and white will remain with H. W. Kastor & Sons Adv. Co., Chicago.

ONE of the three towers of WTAR, Norfolk, was destroyed after midnight of May 4 when a guy-wire snapped, and the station is now rebuilding the 280-foot pole while operating without interruption from the others.

XUM

B-D Chooses KVOO



Brown-Dunkin, DOMINANT SOUTHWEST DEPARTMENT STORE, CHOOSES KVOO TO EXECUTE THE GREATEST RADIO PLAN IN THE STORE'S ENTIRE HISTORY!

"Bringing Brown-Dunkin To You" . . . 15 minutes, six days weekly . . . finds Dorothy McCune, Eddie Coontz and Roch Ulmer talking to Brown-Dunkin sales-people ***right over the sales counters*** . . . at the store! Brown-Dunkin is using radio to do what ***radio alone*** can do . . . ***sell personality.*** With that done, selling merchandise is easy. But it ***takes*** personality to ***sell*** personality! That is why Brown-Dunkin chose KVOO!

Brown-Dunkin, Tulsa's Dominant Department Store, is interested in the rich market within a radius of 75 miles of Tulsa. This area contains 40% of Oklahoma's population, furnishes 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales! ***Cover Oklahoma's Greatest Market with KVOO!***

25,000 WATTS

BOTH N.B.C. NETWORKS

EDWARD PETRY & COMPANY

National Representatives

Radio's Progress Is Noted by Weld

Tells C of C of New Means Of Measuring Markets

RADIO'S "sensational" rise as an advertising medium in the last ten years has already and will continue to play an important part in the function of advertising in general in broadening the markets for industry's products, L. D. H. Weld, director of research for McCann-Erickson and member of the Joint Committee on Radio Research, told delegates May 2 at the 27th annual meeting of the U. S. Chamber of Commerce in Washington. Describing advertising as "a cheap way of producing demand and sales", as compared with other forms of salesmanship, he stressed the importance of newly-developed market-testing techniques.

Referring to the growth of new media among the "important improvements" in merchandising processes, Mr. Weld commented: "The most sensational has been the rise of radio. Ten years ago it was hardly a factor. Last year about $160,000,000 was spent for time on the air and for talent. In 1938 the total expenditure for radio was greater than the amount spent in magazines, for the first time. It should be mentioned that the radio expenditure includes local advertising, as well as national."

Based on Research

"Market research has come to be recognized as a necessary function of advertising agencies," he continued. "No advertising campaign is planned except on the foundation of research. We have developed better technique in our research methods, and we have more trained men. We have established scientific methods for determining size of sample, and for distributing it, so that it represents an adequate cross-section. We can get more accurate results today from a sample of 10,000 (or less) than we could formerly get from 30,000.

"In radio research we have made tremendous strides. We have means of checking the popularity of programs through telephone calls, and there is now being developed a recording device which can be attached to the radio, and which reports the actual stations being listened to. Through the Joint Committee on Radio Research we have made estimates of the number of radio homes in each county, and we have developed a plan for determining listening areas, so that we shall know what territory every station covers."

Bruce Barton, president of BBDO and member of Congress, also spoke at the C. of C. sessions.

Bireley's Selections

BIRELEY'S Inc., Hollywood (bottled orange, grape and tomato juices), through Raymond R. Morgan Co., that city, on June 1 will start a ten-week spot announcement campaign, five a week, on 20 or more stations nationally with dealer tie-ins. Stations include WNAC WDRC WNEW WCCO WGAR WCAU. Daily newspaper ads will be used and more than 2,000,000 contest throw-aways will be distributed as tie-ins with the campaign.

Educators Discuss Radio at Columbus, Award Prizes to Outstanding Programs

AWARDING of prizes to selected network and station programs featured the Tenth Institute for Education by Radio, held May 1-3 at Ohio State University, Columbus. With educators, broadcasters and other interested groups represented, the Institute went into all phases of radio education, with open discussions being held.

Presiding at general sessions was W. W. Charters, Institute director. A round-table discussion on The Place of Radio in a Democracy opened the session. Other topics were Agricultural Broadcasts, School Broadcasts, Radio Courses in Colleges and Universities, Research in Radio Education, Educational Uses of Facsimile, Ultra-High Frequency Stations and Recording, Broadcasts for General Education, and Broadcasting by Community Service Organizations.

Specific radio studies under auspices of various colleges, along with general problems were taken up in discussions on the second day. The third day included talks on listener attitudes, British radio training and studies of listeners by schools.

The Institute's program awards included:

I. Network, National Organization, or Clear-Channel Station

a. For general use: Lecture, talk, speech.

1st Award — Raymond Gram Swing, WOR, Czechoslovakia.

Honorable mention—Understanding the Orient, "The Roving Prof.", University Broadcasting Council, Allen Miller.

Honorable mention—New York Philharmonic Intermission Talks; New York Philharmonic, CBS, Sterling Fisher.

b. For general use: Demonstration or participation program.

1st Award—"Steel Worker", Americans at Work; CBS, Sterling Fisher.

1st Award—"Wilberforce University Anniversary Program", WLW Education Department, Joseph Ries.

c. For general use: Dialog, round-table, conversation, interview, debate, question and a swer.

1st Award—"Do We Have a Free Press", America's Town Meeting of the Air; Town Hall, New York, Franklin Dunham.

Honorable Mention—"The Bull Session"; University Broadcasting Council with WBBM and CBS, Allen Miller.

d. For general use: All forms of dramatization.

1st Award—"Hell on Ice", Mercury Theatre; CBS, Sterling Fisher.

1st Award—"They Fly Through the Air With the Greatest of Ease", Words Without Music; CBS, Sterling Fisher.

Honorable Mention—"Jews in America", Americans All—Immigrants All; Radio Division, Office of Education, Department of the Interior, Wm. D. Boutwell.

Honorable Mention—"Trojan Women", Great Plays; NBC, Franklin Dunham.

e. For use in school by primary children (approximately Grades I-III).

1st Award—"The First Hat", Once Upon a Time; Educational Department WLW, Joseph Ries.

Honorable Mention—"Horns That See", Backyard Adventures; Educational Department WLW, Joseph Ries.

Honorable Mention—Elementary Class, Series A and B; NBC Music Appreciation Hours, Franklin Dunham.

f. For use in school by elementary children (approximately Grades IV-VI).

1st Award—"Honk the Moose", Tales from Far and Near; American School of the Air; CBS, Sterling Fisher.

Honorable Mention—"Rhythm in Music", I Like Music; Educational Department WLW, Joseph Ries.

g. For use in school by junior and/or senior high-school pupils (approximately Grades VII-XII).

1st Award—"Housing", Frontiers of Democracy; American School of the Air, CBS, Sterling Fisher.

1st Award—"A Visit to a Coal Mine", The Wheels Go Round; Educational Department WLW, Joseph Ries.

1st Award—"A Drop of Water", And So It Happened; Educational Department WLW, Joseph Ries.

1st Award—"Robert Louis Stevenson", Adventures in Reading; NBC, Franklin Dunham.

II. Local and Regional Station or Organization

a. For general use: Lecture, talk, speech.

Honorable mention—"Assemblyman Biemiller Defends the WPA"; The Legislative Forum, WHA, University of Wisconsin, H. B. McCarty.

b. For general use: Demonstration or participation program.

1st Award—"Meeting the Boss", Your Job Outlook; WHA, University of Wisconsin, H. B. McCarty.

c. For general use: Dialog, round-table conversation, interview, debate, question and answer.

1st Award — "Maternity Discussions", KFI-KECA, Earle C. Anthony Inc., Los Angeles

Honorable Mention—"Youth and Unemployment", American Youth Speaks; WHA, University of Wisconsin, H. B. McCarty.

d. For general use: All forms of dramatization.

Honorable Mention — "Cyrano de Bergerac", Hour of Drama; WHA, University of Wisconsin, H. B. McCarty.

e. For use in school by primary children (approximately Grades I-III).

1st Award—"The Sleeping Beauty", WHA Storybook Players, WHA, University of Wisconsin, H. B. McCarty.

f. For use in school by elementary children (approximately Grades IV-VI).

1st Award—"Dust Storms; Our National Heritage"; Ohio School of the Air, Ohio State U., Gordon G. Humbert.

1st Award—Christmas Concert; Rochester Civic Orchestra; Rochester School of the Air, Paul C. Reed.

g. For use in school by junior and/or senior high-school pupils (approximately Grades VII-XII).

1st Award—"Fall of the House of Usher;" Short Story Time; Wayne University Broadcasting Guild, Garnet R. Garrison.

Special Class—Children's Programs

1st Award—"Pinocchio", Once Upon a Time; WOR and Radio Division of Federal Theatre Project.

1st Award — "Alice in Wonderland", Ireene Wicker's Musical Plays, NBC, Franklin Dunham.

Honorable Mention—"Robinson Crusoe"; Chimney House, NBC, Franklin Dunham.

WITHOUT BENEFIT OF PRESS

KGO-KPO Turn to Other Means of Acquainting Public With Programs and Talent

By MILTON SAMUEL
NBC, San Francisco

WHEN San Francisco newspapers eliminated radio columns last year the KPO-KGO press department turned to and poured their energies into two new activities — display publicity and special radio news programs. Radio dealers have been glad to get art which would focus attention on air entertainment.

The press department lined up choice empty store locations which were dressed up with radio art. Recently it started using new devices in the windows — moving units, or continuous slide projectors depicting broadcast scenes and studio shots on black and white as well as colored film.

A tie-up has been arranged with the Leo J. Meyberg Co., RCA distributors on the Pacific Coast, for the distribution of 200 two-sided window cards placed in attractive 14x22 wooden easel frames. These are being placed by five Meyberg salesmen in radio stores in California from the Oregon border to Bakersfield in the southeastern portion of the State.

In Department Stores

Major department stores use a generous assortment of the KPO-KGO pictures in their radio departments, with emphasis on small single-picture frames placed atop sets. Some have used complete street window layouts. Others have permanent KPO-KGO art displays.

We believe that we have a new slant in the success of pictures in stores which have no connection with radio. The San Francisco office of the Waterman Pen Co. has on several occasions turned over two of its large windows, subordinating its own merchandise to NBC pictures. In a letter to NBC, C. F. Riordan of the Waterman company wrote: "This display really stopped the crowd and we believe it was helpful to both you and ourselves. At the first available opportunity we would be glad to tie up with you again and put in another display." Waterman has never used radio. But a picture of the display is to be used in the Waterman house organ.

Spaulding Bros., sports store, has a big KGO display playing up the fact that KGO is one of the leading sports broadcasters in the area.

Displays thus far have been varied. However, we are now adopting the principle of having a unifying idea around each display, so that spectators will come away with one dominant idea. In some cases all pictures are built about a single outstanding program. In others, related programs are linked.

At the University of California Book Store in Berkeley, programs and personalities in which students are especially interested were featured.

Two daily 15 minute programs, *Let's Listen* and *On the Air* are broadcast over KPO and KGO. During the nine months these features have been on the air approximately 200 individuals have been interviewed by Ira Blue, either radio personalities or persons having some story about how radio affects their lives or business.

Cover Soviet Flyers

WLBZ, Bangor, Me., on April 30, in an exclusive 45-minute broadcast, picked up the arrival on American soil of the two Russian fliers, Brigadier General Kokkinaki and Major Gordienko, when they landed at Bangor Airport for custom clearance and refueling en route from New Brunswick to Floyd Bennett Field, New York. The broadcast was also picked up by WRDO, Augusta, Me., and WAGM, Presque Isle. During the last nine hours of their 3800-mile flight from Moscow, the fliers used WOR, Newark, as a guide, and also received from the station identifying call-letters and weather reports in Russian.

Bermuda Station

BERMUDA Volunteer Engineers, Wireless Section, is planning to construct a powerful radio transmitter, capable of reaching the United States and most of the world, at Smith's Hill, Hamilton, it has been announced. Plans are being made for Bermuda news broadcasts thrice-weekly, with the possibility of extension to daily programs. It is expected transmitter construction will be completed within two months. Plans call for operation on an amateur license.

Who knows but what Your Program may need a Zimbaphone . . . ?

Who knows but what it may need an Assyrian Choir . . . ?

YOU DON'T KNOW...
WE DON'T KNOW...
SO WE HAVE MEN WHO DO KNOW

Somewhere, in the complicated World of Harmonics, there is a perfect musical set-up for your product. Maybe hot; maybe sweet. Or, maybe symphonic.

Your spot broadcast may thrive, or again, it might flop ... depending on just how its music is handled.

The Musical Director, at each of the 15 NBC Programmed Stations, is not just content to wave his baton. His specialty is in turning Sounds into Sales. His experience and his library are at your disposal.

NBC Spots are Harmonically Sound

BOSTON-SPRINGFIELD
WBZ & WBZA 50,000-1,000 Watts (990 KC)

CHICAGO
WENR 50,000 Watts (870 KC)
WMAQ 50,000 Watts (670 KC)

CLEVELAND
WTAM 50,000 Watts (1,070 KC)

DENVER
KOA 50,000 Watts (830 KC)

NEW YORK
WEAF 50,000 Watts (660 KC)
WJZ 50,000 Watts (760 KC)

PHILADELPHIA
KYW 10,000 Watts (1,020 KC)

PITTSBURGH
KDKA 50,000 Watts (980 KC)

SAN FRANCISCO
KGO 7,500 Watts (790 KC)
KPO 50,000 Watts (680 KC)

SCHENECTADY
WGY 50,000 Watts (790 KC)

WASHINGTON, D. C.
WMAL 500-250 Watts (630 KC)
WRC 5,000-1,000 Watts (950 KC)

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE • WORLD'S GREATEST BROADCASTING SYSTEM

Purely PROGRAMS

PLUGGING sports apparel for a local department store sponsor, *Hole-in-One Tournament* on KMO, Tacoma, each week recounts the progress and actual play of contestants in a month-long hole-in-one contest being held on a local golf course. Contestants pay an entry fee and whack away at the pin on a 115-yard hole for a first prize Buick sedan. The broadcasts present announcers at both the tee and green who describe the crowds and flights of each contestant's ball. The tournament itself is protected by Lloyds of London, in case of a deluge of holes-in-one.

* * *

Wives in Their Lives

WHEN *1001 Wives*, a new Friday evening half-hour sustainer on NBC-Blue network originating in Chicago, goes on the air May 19, four top-notch script writers will begin their regular contributions to a dramatic series. They include Fayette Krum, author of *Girl Alone;* Al Barker, writer of *Don Winslow of the Navy;* William Hodapp, author of *Jane Arden*, and Sandra Michael, creator of the *Affairs of Anthony*. The new series is designed as character studies of different types of wives.

* * *

Thoughts of the Times

NEW SERIES of *What Do You Think* broadcasts featuring discussions on current world problems by well-known authorities with public reactions gleaned from a panel composed of students, businessmen and housewives is conducted weekly on WMCA, New York, and associated stations of the Inter-city System, under the direction of Maurice Dreicer.

* * *

'Bull Session'

UNIVERSITY Broadcasting Council, Chicago, on May 6 expanded *Bull Session* to a full CBS network, Saturdays, 12:30-1 p. m. (CDST). The sustaining show features informal discussions by university students. The students' discussions of current events are picked up by a hidden microphone so that the informality of a typical collegiate bull session is assured.

* * *

"Hometown Chronicle"

TITLED *The Hometown Chronicle*, a mythical small-town newspaper in the *Hometown* serial heard Friday evenings on WLS, Chicago, ceased being mythical May 12 when a special listener edition was run off as a give-away. Complete with pictures of the program cast, the newspaper carried a front-page story of an operetta written by Larry Kurtze, of the WLS Artists Bureau, for production on the show.

* * *

For Expectant Papas

DESIGNED to instruct young parents in prenatal care, a new Monday evening series has started on WENR, Chicago, titled *Your Health* and given under auspices of the American Medical Assn. The programs dramatize a school for expectant fathers, includes talks by leading Chicago physicians.

* * *

Travel Quizzer

SUSTAINING quiz show, *What & Where*, conducted on WWJ, Detroit, by S. L. A. Marshall, travel editor of the *Detroit News*, endeavors to stump contestants with questions on travel and geography.

Wrong Sponsor

DURING a recent *Question Box* man-on-the-street program of WFAA, Dallas, Earle Kalusche and Bill Karn interviewed a bystander who turned out to be a Shirley Temple press agent. After spending about three minutes on the air plugging a current film of the dimpled darling, the chattering agent thanked the pair "and your sponsors, Western Auto Supply Stores" for letting him talk. The program happened to be sponsored by Babcock Auto Supply Stores, a rival chain!

Names and Songs

MUSICAL MEMORIES, weekly half-hour audience participation program on KEHE, Los Angeles, combines new and old features of a novel nature. Ruby Lloyd, organist and George Irwin, announcer-producer, conduct the program working in conjunction with the Southern California Chamber of Commerce. Featured is a spelling bee, with words peculiar only to Southern California (names of cities, streets, historical points of interest and well-known names). Participants who mis-spell a word deposits a coin in the box on the stage. This money is turned over to the Braille Institute each week. A community sing is also conducted as part of the program, with old time songs featured.

* * *

Diamond Queries

NEW BASEBALL quiz game, *Hit That Ball*, started May 12 on MBS with big league players, umpires, writers, coaches and managers meeting on a theoretical studio diamond and Stan Lomax, sports commentator, umpiring. Two three-man teams meet and attempt to score runs by answering queries on baseball. If a player misses, he "strikes out," the team with three outs finally losing the game.

* * *

Right from the Site

E. JOHNSTON NEAL, president of the Home Owners Corp. and WRAL, Raleigh, N. C., have launched a campaign on WRAL in conjunction with the National Small Homes Demonstration of Washington, D. C. Six 15-minute programs per week are offered, three devoted to home modernization, and three to home building ideas and Raleigh's demonstration homes. All broadcasts originate at homes under construction.

* * *

Tate's Tattler

FIRST MOVIE gossip show in Chicago has started on WCFL, that city, featuring Hal Tate in a five-weekly quarter-hour morning series, *Movie Tattler*. Movie stars traveling through Chicago will be interviewed and films criticized. Tate recently concluded a 28-week series of radio gossip on WBBM, Chicago, for Evans Fur Co.

Number Choosers

IN THE NEW *Sidewalk Interview* of WLAW, Lawrence, Mass., the announcer asks a member of the sidewalk audience to choose a number from 10 to 100, another to choose one from 1 to 20. Then referring to a telephone book, and using the first number as page denotation and the second as position of a name from the top of the selected page, the announcer broadcasts the name listed. If that person phones the station within five minutes, he receives a dollar check. The idea also is adapted to include the street audiences, with prizes accumulating until the indicated person happens to be in the audience. The show is sponsored by a local radio appliance firm.

* * *

An American Theme

WHAT it means to become an American citizen is the theme of a program to be heard May 21 at 12:30 p. m. (CDST) on NBC-Red network, as 1,200 young men and women of Manitowoc, Wis., become citizens. Dr. Clarence Dykstra, president of Wisconsin U., and Chief Justice Marvin B. Rosenberry, of the Wisconsin Supreme Court, will be featured speakers.

* * *

Janesville Bulletins

SPONSORED by a local bakery, *Bamby Bulletin Board* on WCLO, Janesville, Wis., announces dates of special meetings and events in the city without charge to sponsoring organizations. The announcements are left with any Bamby bread retailers and then gathered together and broadcast, along with music, by Pat Allan on the daily program.

* * *

Learning Their Words

ANNOUNCING staff of WELI, New Haven, gathers each Friday afternoon to be quizzed on the meanings of words selected at random from a dictionary on a new program of the station. The show is completely unrehearsed and informal.

* * *

About Books

LIBRARY HOUR, presenting hints on reading, caring for, filing and handling books, is a regular weekly feature of KWOS, Jefferson City, Mo. The station is presenting a series of eight shows staged by the Library Association.

Blower of Matches

THAT old argument of whether a studio performer can blow through a microphone and put out a match held before a listener's loudspeaker reared its head last week at WLS, Chicago. On its Saturday night *Barn Dance*, m.c. Pat Buttram blew and blew and listeners as far away as Niles, Mich., said he blew out their matches. A Chicago listener said his match only flickered, while several out of State listeners said the trick failed completely.

CHIEF KNOTHOLER of the WDAY - Fargo - Moorhead Twins Knot Hole Gang is El Prough, sportscaster of WDAY, Fargo, N. D. Already numbering in the neighborhood of 500, the members of the Gang, which includes boys and girls from 7 to 15, will see all the Twin's home games free of charge. Each week they will gather at Barnett Field to attend a baseball school presided over by Jack Knight, manager of the Twins.

KANSAS' BIGGEST
Network Carries Ceremony For New Cruiser

BIGGEST NETWORK of Kansas stations ever to broadcast one program simultaneously on April 30 carried the ceremonies attendant to the presentation of a silver service by the City of Wichita to the command of the new heavy cruiser, *USS Wichita* in Houston, Texas. The broadcast, originally planned as an independent remote pickup by KANS, Wichita, finally was carried by KANS, as originating station; KFH, also in Wichita; WIBW, Topeka; KTSW, Emporia; KFBI, Abilene; KSAL, Salina; KCKN, Kansas City; KOAM, Pittsburg, and KWBG, Hutchinson.

The half-hour program, originating aboard the cruiser, was announced by Herb Hollister, manager of KANS, and included short speeches by Wichita civic officials and a 10-minute commentary by an 84-year-old Kansas pioneer. Capt. Thomson, commander of the vessel, accepted the silver service and made a brief speech of thanks.

* * *

Sidewalk Stooges

WORKING IN a pair of stooges on his street broadcast for Wyandotte Furniture Co., John Corrigan, program director of KWOS, Jefferson City, Mo., temporarily abandons his role as questioner and permits listeners to quiz him. If he can't answer their posers, he turns to Stooge No. 1, Doc Hull. If Hull also is at a loss, the operator in the studio plays a recording of "Ya Got Me". The feature is reported as a good laugh-getter.

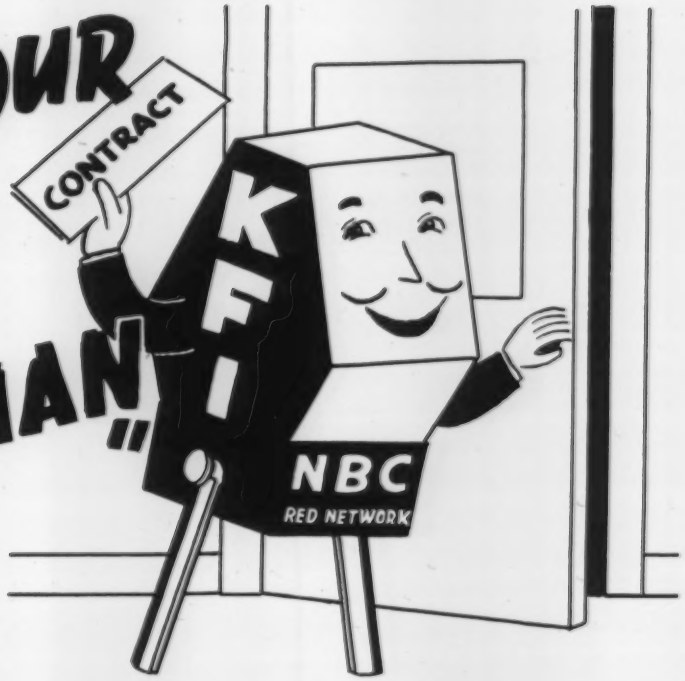
* * *

All Americans

DESIGNED to interest Italians in American history, institutions and traditions, and to solve problems of citizenship affecting the welfare of the immigrant population is the new program, *We Are All Americans*, heard weekly on WOV, New York.

XUM

"THERE GOES OUR BEST SALESMAN"



"Yes sir, I'm sleeping nights again since we put this KFI fellow on the job in Southern California. Like a lot of Eastern salesmanagers, I sort of let that territory take care of itself. It was given whatever was left after our New York, Philadelphia, Detroit, Chicago, Boston and St. Louis branches got their appropriation.

"Funny how you will put off the Coast territory. It's a long way West and the market is a tough one to cover.

"But my waste paper basket tipped me off. Yes sir, my eye caught a phrase on a folder, "THE THIRD MAJOR MARKET —SOUTHERN CALIFORNIA," that I had evidently considered waste basket fodder. I retrieved it, read the story of three million people, a billion dollar market, the KFI 50,000 watt NBC outlet, all wrapped up in a neat package and it solved my problem. Now 3% of the population in Southern California is taking 10% of our output."

Purely imaginary conversation. Yet it could be said by scores of salesmanagers who have found the way into the hearts and purses of "The State of KFI" by the use of this super powered station in this super market. Superlatives, you see, come easy in this country—and we're not a bit bashful about using them because the sales superlatives of today become the sales successes of tomorrow—in the Billion Dollar Third Major Market.

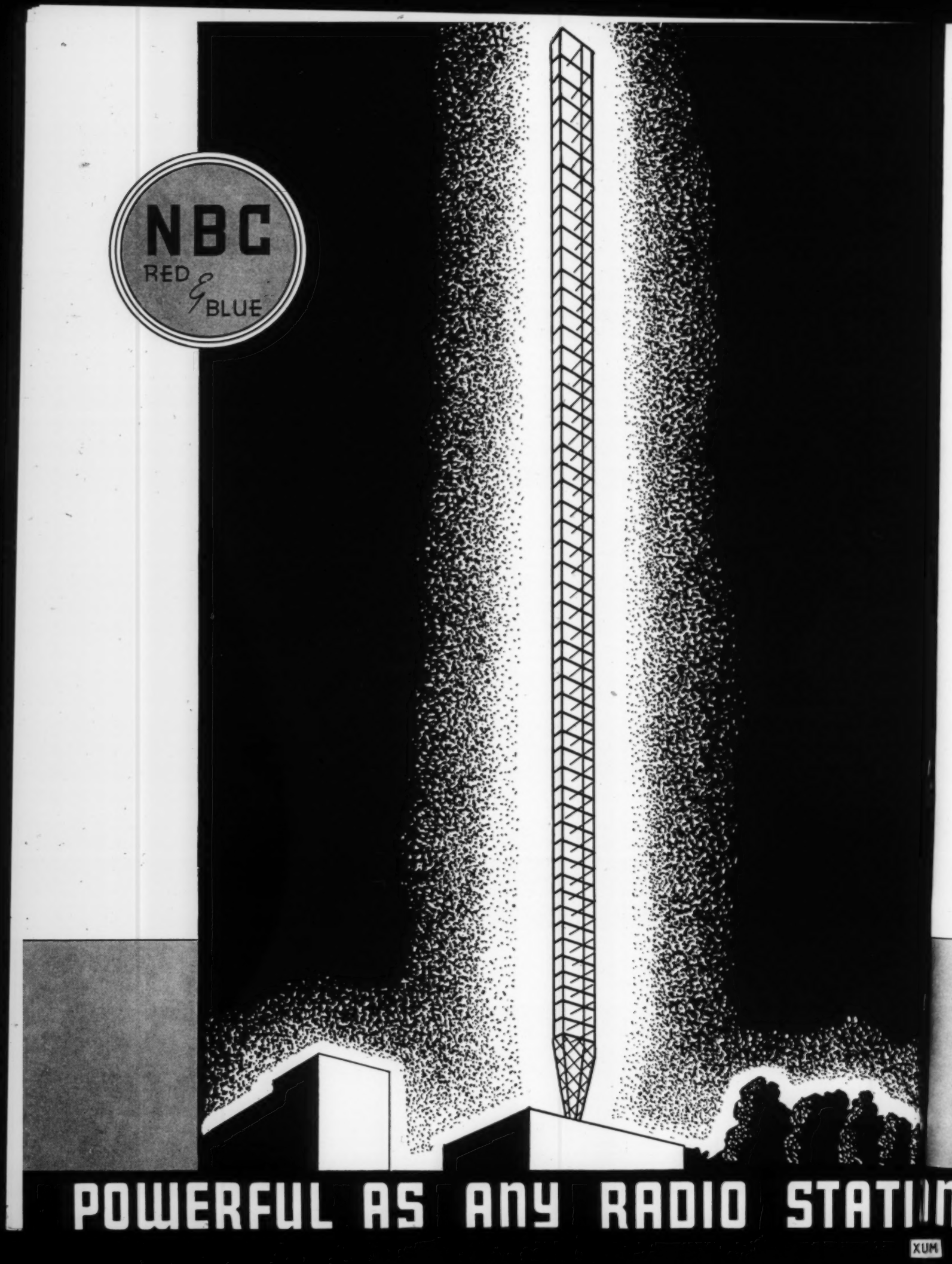
Earle C. Anthony, Inc.
KFI • LOS ANGELES • KECA

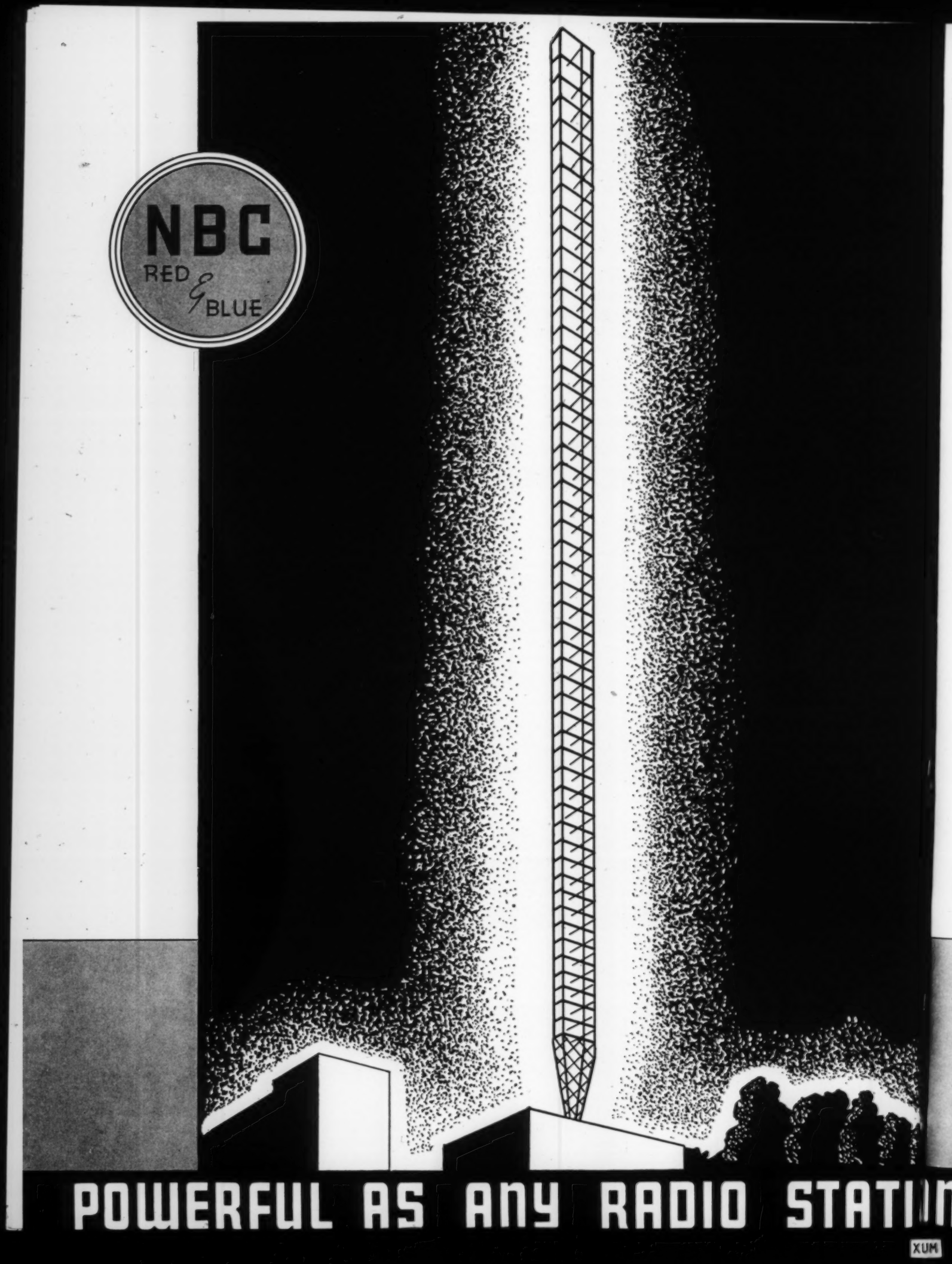
The Best Buy is

* The State of KFI is Composed of The Nine Southern California Counties

NBC RED NETWORK
50,000 WATTS 640 KC

EDWARD PETRY & CO. • *National Sales Representative*


NBC
RED & BLUE
POWERFUL AS ANY RADIO STATI
XUM

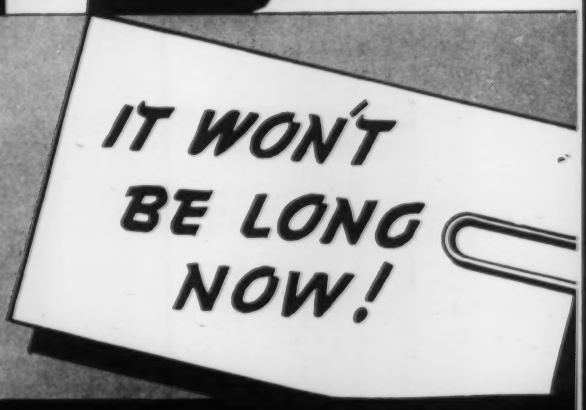

NBC
RED & BLUE
POWERFUL AS ANY RADIO STATI
XUM

BLASTING FIFTY THOUSAND WATTS, DAY AND NIGHT, WITH THE FINEST QUALITY SIGNAL ANYWHERE IN THE WHOLE WIDE WORLD.

58% OF THE POPULATION OF THE UNITED STATES WITHIN THE ONE-HALF MILLIVOLT NIGHT-TIME COVERAGE—McNARY & CHAMBERS, ENGINEERS—WASHINGTON, D. C.

L. B. Wilson

WCKY



TION IN THE ENTIRE UNITED STATES

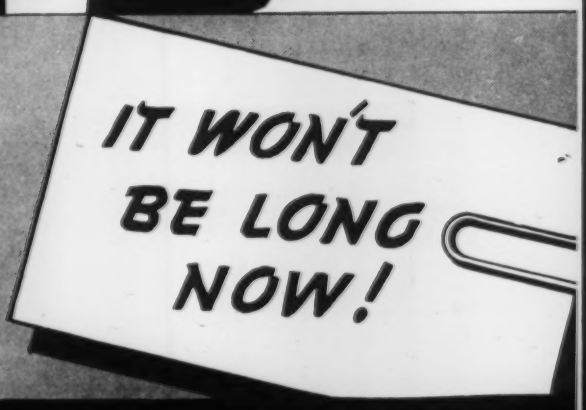
XUM

BLASTING FIFTY THOUSAND WATTS, DAY AND NIGHT, WITH THE FINEST QUALITY SIGNAL ANYWHERE IN THE WHOLE WIDE WORLD.

58% OF THE POPULATION OF THE UNITED STATES WITHIN THE ONE-HALF MILLIVOLT NIGHT-TIME COVERAGE—McNARY & CHAMBERS, ENGINEERS—WASHINGTON, D. C.

L. B. Wilson

WCKY



TION IN THE ENTIRE UNITED STATES

XUM

FCC Nearly Out Of Current Funds

WITH ONLY some $25,000 left of its appropriation for the current year, the FCC is running dangerously close to insolvency and may find it necessary to curtail its operations between now and June 30 when the fiscal year ends. Congress has not yet considered the FCC's new fiscal year appropriation of more than $2,000,000 and considerable concern is being expressed at the FCC over its financial plight.

The House appropriations subcommittee early in the session declined to recommend an appropriation for the FCC in the Independent Offices Appropriations Bill because of the Administration-endorsed plan for reorganization of the Commission. Since then both the first and second deficiency bills have gone through with no provision for the FCC and the third deficiency measure, now under preliminary consideration, as yet does not include an appropriation for the agency.

Chairman McNinch, the FCC executive officer, has been absent from the Commission since April 29 due to recurrence of an old illness. He is not expected to return until toward the end of the month. As chief administrative officer, he has been in direct charge of appropriation and congressional matters. He is represented as being of the opinion that it is up to Congress to provide funds for the FCC and that the industries regulated under the Communications Act have upon them the duty of assuring the appropriation in order to prevent regulatory chaos.

REPUTED to be one of the best horses on the Pacific Coast is the three-gaited mare, Maraposa McDonald, in the stables of C. Roy Hunt, general manager of KOIN, Portland, Ore., shown up. The thoroughbred has been undefeated since it was purchased by Mr. Hunt in California last summer, and in its latest appearance at the Portland Civic Horse Show won a three-foot gold trophy and a $250 cash stake. Mr. Hunt, who owns several blooded horses, values Maraposa at $6,000.

FCC Plans Hearing on Whole Question Of Radio vs. Wire Line Distribution

THE WHOLE issue of use of radio, in lieu of telephone line facilities, for network program distribution will be brought into the open June 7 at a hearing before the FCC committee designated to consider the petition of Mayor LaGuardia of New York for amendment of regulations to permit rebroadcasting of programs of international broadcast stations.

The committee, comprising Commissioners Payne, chairman, Case and Craven, on May 5 released the bill of particulars covering the hearing, and made it all-inclusive insofar as the radio versus land line issue is concerned, even though the LaGuardia proposal was restricted to rebroadcasts of international stations engaged in non-commercial, non-profit operations. Mayor LaGuardia had petitioned the FCC to amend its rules on behalf of WNYC, municipally-owned station which desired to rebroadcast programs of international stations in this country.

Bill of Particulars

The bill of particulars sets up 11 different issues upon which the Commission will seek information. Interwoven are the technical questions of feasibility of using shortwave channels for program distribution purposes as well as the competitive factor of permitting noncommercial, non-profit stations to use these facilities while commercial stations under the proposed rules would be excluded.

Mayor LaGuardia, it is understood, was interested in picking up the programs of W1XAL, Boston, operated by the World-Wide Broadcasting Corp., of which Walter Lemmon is the head. This company is declared to be endowed by the Rockefeller Foundation and consideration has been given to a means of having its programs, primarily of an educational character, rebroadcast by educational and noncommercial stations in this country on a "wireless network" basis. Because the international stations are designed for "ambassadorial" service, question has arisen as to the feasibility of their use for domestic rebroadcasting.

LaGuardia Raises Issue

Mayor LaGuardia had sought FCC authority to waive the rules permitting rebroadcasts of W1XAL's programs but was refused, with the result that the formal petition for amendment was filed. The allegation has been made that the FCC regulations, in effect, require use of established telephone facilities when radio channels could be used for these purposes.

Technically, there is very serious question, according to engineers, as to the feasibility of using shortwave relays of the character proposed for network program distribution. Moreover, the FCC has established the policy of not authorizing the use of radio facilities where other facilities are available to render the same service because of the scarcity of available channels. Engineers claim that linking of stations by shortwaves for domestic program distribution is utterly impracticable without the use of a half-dozen frequencies and possibly four stations which automatically could be selected to provide continuous service. All these matters will be raised at the hearing.

The bill of particulars was in the nature of a blanket invitation to all licensees and applicants for regular broadcast stations and the 14 licensees of international broadcast stations to appear at the hearing, if they so desired. Moreover "other interested parties" were invited.

Changes in Rules

In setting up the issues, the committee stated that it will seek to determine whether Rule 177.1 should be amended to permit rebroadcasting of programs of international broadcast stations by regular broadcast stations "whose licensees are universities, other educational institutions, municipalities, or other governmental agencies, or other non-commercial, non-profit making organizations; whether the rules should be amended so as not to require authority from the FCC to rebroadcast such programs; whether there is basis for distinction between the non-profit licensees and regular commercial licensees; whether the proposed amendment would "affect the operation of commercial stations as to program service and listening audience"; whether the amendments would be inconsistent with the purposes of international broadcast stations; whether in view of the long distance characteristics of such stations and the unreliability of their shortwave or national service, they should be permitted to be used to assist in the building of programs for regular stations; whether in view of the limited number of frequencies available for international stations and in view of the position taken by this country at international conferences that such stations should be used exclusively for international programs, the amendment should be authorized; whether the proposed amendments would be consistent with international agreements or treaties entered into by this country; whether the Commission should change its basic policy of not authorizing the use of radio facilities where other are available; to what extent a sufficient signal can be delivered by international stations throughout the United States to permit a satisfactory rebroadcast service and any other material evidence which any party may desire to present.

All parties desiring to be heard, under the bill, within 15 days of May 5, must file notices of their intention to be present and participate.

FCC Meetings

EFFECTIVE May 16, the FCC returns to its regular schedule of Tuesday meetings on broadcast cases from which it deviated last November coincident with the opening of the Network-Monopoly Inquiry. The established broadcast decision day is Tuesday of each week. Under the temporary schedule, meetings had been held on Mondays.

FCC Far Behind On Pending Cases

Orders Summer Recess So It Can Catch Up With Work

SWAMPED with pending cases which already have gone to hearing the FCC will suspend formal hearings from July 15 to Sept. 5 for its customary summer "hiatus." Only such hearings as may be specially ordered will be held during that period.

Simultaneously it became known that the new procedure pertaining to conduct of hearings, inaugurated by FCC Chairman Frank R. McNinch last November, has not accomplished its purpose of expediting FCC operations. The records reveal that since the change in procedure, under which examiners as such were abolished along with examiner's reports, about 75 hearings have been held on approximately 110 separate applications.

Five Proposed Findings

Proposed findings, in lieu of examiner's reports, have been issued only in five cases, all of which generally were in the uncontested or not vigorously contested sphere. In addition, some 60 cases are on the permanent docket, scheduled for hearing prior to the July 15 recess, while a substantial number of cases have been designated for hearing with no dates set and presumably will be heard following the recess.

The records show that the only cases thus far handled under the new procedure, on which proposed findings first were issued, are those granting a new local in Ocalo, Fla., to John T. Alson; authorization of an increase in daytime power to 250 watts for KTOK, Oklahoma City; granting of a renewal of license and assignment involving WBBZ, Ponca City, Okla.; granting of fulltime and 250 watts daytime power to WTOL, Toledo local, all of which subsequently became actual decisions, and proposed denial of the application of the Pillar of Fire for an international broadcasting station at Zarephath, N. J.

In announcing the changed procedure, together with the abolition of the Examining Division of the Commission on Nov. 9, Chairman McNinch said that while the new procedure would place additional work on individual commissioners, he felt it would expedite handling of cases and make hearing procedure fuller and fairer to all parties.

In its brief announcement May 6 the FCC said the July to September recess "can well be used in accelerating the disposition of pending cases."

Film Premiere on MBS

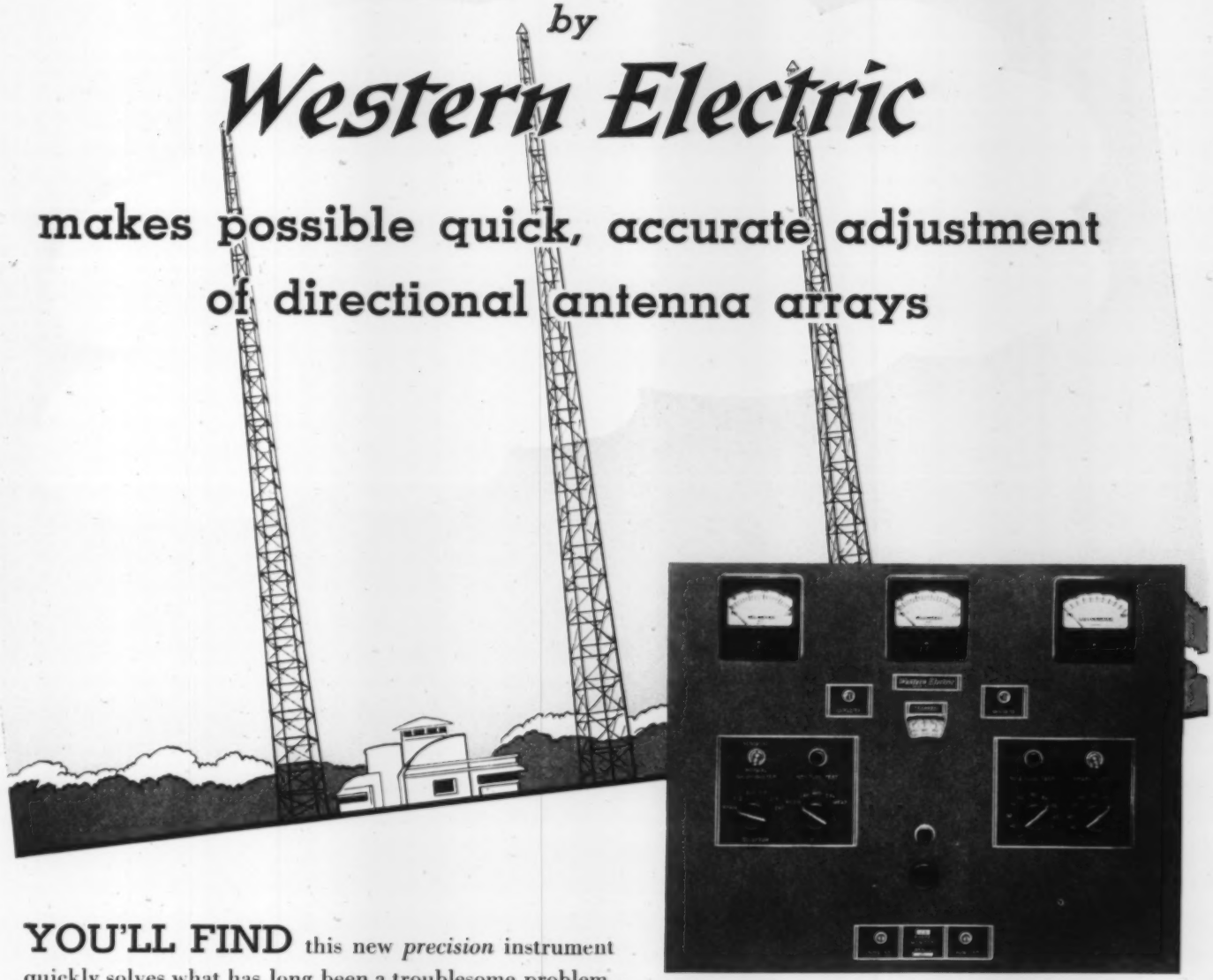
TWENTIETH CENTURY FOX FILM Corp., New York, on May 30 will sponsor the world premiere showing of its latest production *Young Mr. Lincoln* from the Fox-Lincoln Theatre, Springfield, Ill., on 70 MBS stations, 10-10:30 p. m. Marian Anderson, contralto, will be guest singer on the broadcast, which will also present stars from the picture, Gov. Horner of Illinois and other political figures. The picture, starring Henry Fonda, is a Darryl F. Zanuck production, and will be released nationally on June 2. Kayton-Spiero, New York, is the agency in charge of the account.

NEW PHASE MONITOR

by

Western Electric

makes possible quick, accurate adjustment of directional antenna arrays



YOU'LL FIND this new *precision* instrument quickly solves what has long been a troublesome problem.

Installed in your station, it accurately measures the phase and amplitude relations of the currents in your antenna elements. It enables you to: (1) make your initial adjustments more readily; (2) maintain adjustment through periodical check readings. The 2A Phase Monitor contains radio frequency meters which indicate the amplitudes of currents in remotely located towers.

Write to Graybar for your copy of Bulletin T-1593, which gives full details.

Distributed by GraybaR

DISTRIBUTORS: Graybar Electric Co., Graybar Building, New York, N. Y. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

Characteristics of 2A Phase Monitor

Electrical

Frequency Range	550 to 1600 Kilocycles
Phase Angle Range	0 to 360°
R. F. Input Impedance	65 ohms
Rated Frequency Input Power	Minimum 1/5 watt
Power Supply	105—125 volts, 40 to 60 cycles
Power Consumption	40 watts
Tube Complement	1—283A, 2—259A and 1—274A Western Electric

Mechanical

Height	Approximately 15-3/4"
Width	Approximately 19"
Depth	Approximately 7-1/2"
Weight	Approximately 43 lbs.
Direct Reading	360° dial

ASK YOUR ENGINEER

BROADCASTING
Broadcast Advertising
RADIO MARKET ATLAS
and JULY 1 NAB Convention Issue
by
R A D I O
R A D I O M
FORMS CLOSE JUNE 1 . . . R

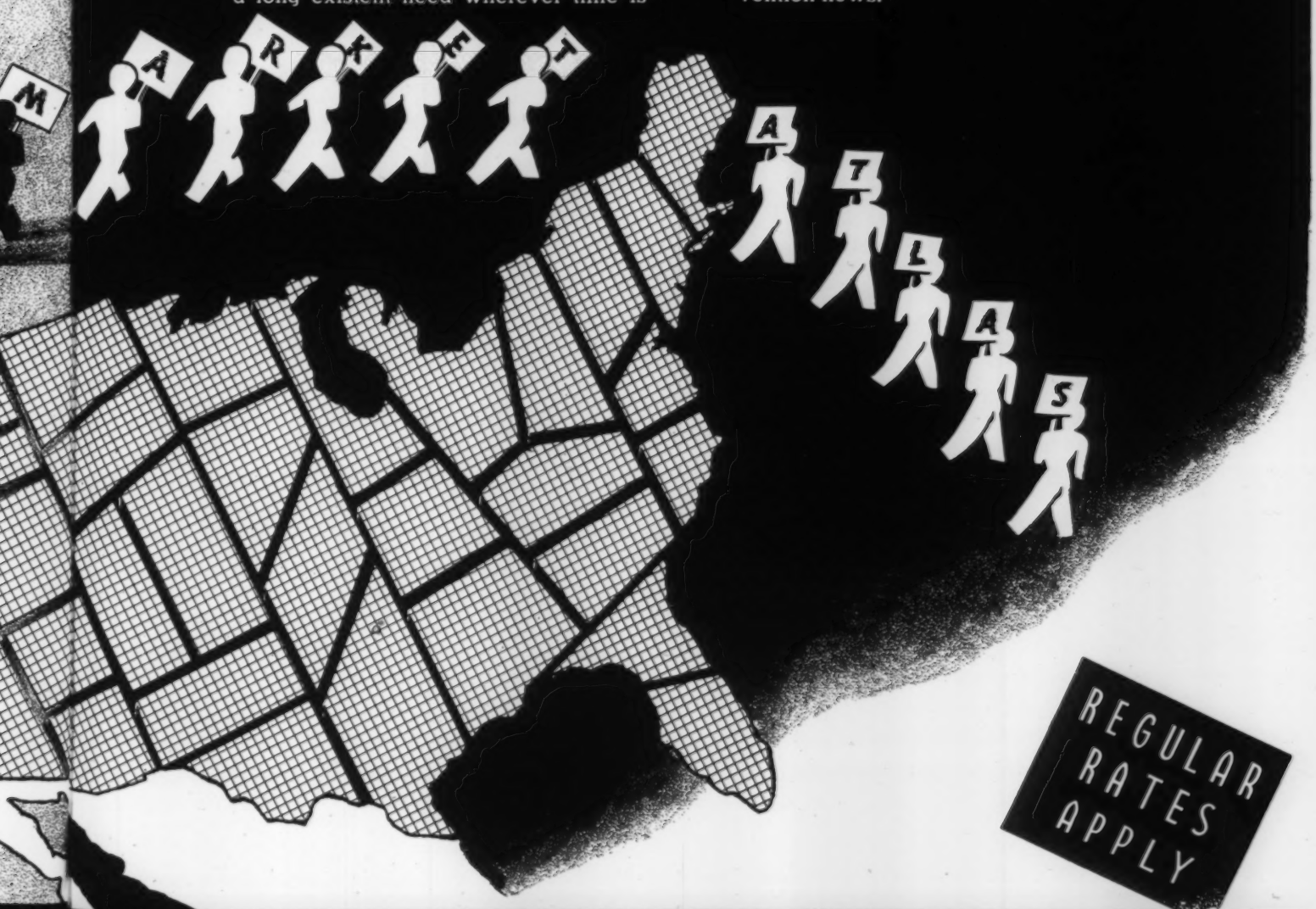
XUM

popular demand

PRIDE of BROADCASTING'S July 1 NAB Convention Edition are two score copyright-free regional maps, amazing in their wealth of basic radio market data; meeting a formula recommended by a representative group of agency radio executives; pre-tested by time buyers.

The Radio Market Atlas feature answers a long existent need wherever time is bought or sold. Its outstanding utility presages its adoption as a standard tool of the time buying field.

Other good things fill the Convention issue, also. For example, up-to-date station logs by states, frequencies and call letters. Complete and accurate, too, will be BROADCASTING'S coverage of pre-Convention news.



. RESERVE SPACE NOW

XUM

Merchandising & Promotion

Heinz in Northeast—Disc Histories—WHO's Who—Stanco Watches—Babbitt Hosiery

HELMS BAKERIES, Los Angeles (home delivery), a consistent user of Southern California radio since 1932, through Martin Allen Adv., that city, on May 8 started for 52 weeks, participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* on KNX, Hollywood, and in addition a six-weekly early morning quarter-hour series titled *Helmsman of the Air*, which features Fletcher Wiley. More than $35,000 is involved in the two contracts. The firm also is using five-weekly participation in *Norma Young's Happy Homes* on KHJ, Los Angeles.

Helms is merchandising its programs through 900,000 package wrappers, 600,000 inserts in bread packages, advertisements on the radio and women's pages of all Los Angeles metropolitan dailies, in addition to similar space in 31 out-of-town newspapers. Side-signs announcing the programs are also being used on the firm's 355 house-to-house delivery trucks. During the first week of the KNX programs, 10,000 telephone calls were made to homes calling attention to the shows. In addition 7500 postcards were mailed.

* * *

Yankee Grams

FOURTEEN THOUSAND "Yankee Network Radiograms" have been sent out by the network to promote the new H. J. Heinz Co. juvenile half-hour featuring Ireene Wicker, which starts on a five-weekly basis May 1 on nine Yankee stations. "Grams" have been sent to 8,100 grocers throughout New England, 3,000 persons from the select housewife's listener's list of Gretchen McMullen, Yankee household director, and an additional 2,700 from the list of women's clubs furnished by Estelle Marsh, Yankee director of women's clubs programs.

* * *

Wesson's Bowls

WESSON OIL & Snowdrift Sales Corp., New Orleans, sponsor of *Hawthorne House*, is offering listeners the Wesson Salad Bowl booklet containing photographs and salad bowl recipes of six famous persons. *Hawthorne House* is heard over NBC-Pacific Red.

* * *

Promoted on Remotes

BLUE ARMBANDS, with call letters in large white letters, are being worn during remote programs by Lionel Baxter and Maury Farrell, special events announcers of WAPI, Birmingham, Ala.

Fu and Bottle

STUMPED in figuring out a die to cut the figure of Dr. Fu for some book matches to be used in promoting *The Shadow of Fu Manchu*, Radio Attractions, which produces the transcribed mystery thriller, finally discovered that by putting a drooping mustache, a skull cap and a toga on a milk bottle—there was Dr. Fu!

More WBS Successes

SUPPLEMENTING its recently issued "50 Case Histories", World Broadcasting System is distributing a second collection, "Case Histories—II", outlining 21 new examples of successful use of World Program Service by local advertisers. Indexed according to type of sponsor, the supplementary collection may be inserted in the original compilation.

* * *

Theatre Tie-in

WBBM, Chicago, has arranged a news tie-in with the local north-side movie theatre, Esquire. Twice each evening and once Saturday afternoons, WBBM broadcasts two-minute news flashes on a wire which the theatre has installed. Buck Weaver, head of the WBBM newsroom, is in charge of the series.

* * *

WOAI's New Resumes

INSTEAD of including merely chronological schedules of programs for the day, the daily program resumes of WOAI, San Antonio, have been revised to give a brief synopsis of previous action on the individual commercial programs, along with a general description.

* * *

WHO's Pix

FOUR EDITION of the "WHO Picture Book" has been published by WHO, Des Moines. The illustrated fan-book, which sells for 25 cents, pictures station personnel and activites as well as network artists and programs heard on the station.

Watches For Words

STANCO Inc., New York, will award 104 Gruen watches to winners of two contests now being conducted in connection with *Career of Alice Blair* on WMBD, WJR and KFBK and *Meet Miss Julia* on WNAC, WHP, WTIC and KHQ. Each program is a five-a-week, quarter-hour transcribed serial advertising Flit. Listeners are asked to write a six-word inscription to be engraved on a watch presented to Alice Blair by Richard in one story, or to Miss Julia by her boarders in the other. Programs are placed through McCann-Erickson, New York. Contests are handled by Radio & Publication Contests Inc., New York.

* * *

Mother's Day Cards

SILVER FINISH card, bearing a picture and non-commercial Mother's Day verse of Grace Noll Crowell, "American Mother" of 1938-39 and well-known poetess of Dallas, was offered listeners to the Mrs. Tucker's Shortening programs on WFAA, Dallas, by Inter-state Cotton Oil Co. The free cards were plugged by 100-word announcements on twelve *Mrs. Tucker's* programs and newspapers advertising, and more than 13,000 requests were received.

* * *

Cups for Farmers

TO Future Farmers of America chapters in Montana, Z-Bar Net is offering a silver loving cup for the best FFA and vocational education broadcast on KGIR, Butte, or KPFA, Helena, and another from Senator B. K. Wheeler for the best broadcast of that type over any station in the State.

* * *

Agency Invitation

INVITATIONS, printed on a vellum stock, to simulate a social invitation, are mailed out by Lee Ringer, Advertising, Los Angeles, inviting the recipient to tune a special broadcast sponsored by its client, The Broadway Department Store.

* * *

Hose From Harum

B. T. BABBITT Co., New York, sponsor of the transcribed strip *David Harum*, is offering a pair of stockings in exchange for each Bab-O label and 25 cents.

BALLYHOOING the initial broadcast of Hearn's Department Store's *Children's Theatre of the Air* on WHN, New York, this juvenile band with its march through metropolitan streets recently stirred up so much interest there were not enough seats in the store auditorium to accommodate the crowds.

BROCHURES

WMAQ, Chicago: "They Stay Where It Pays" brochure with a "crowded street scene" theme, describing the success of a three-year Wieboldt department store sponsorship.

WENR, Chicago: "Beat the Heat", colorful two-tone brochure with theme of using WENR to "Beat the Heat That Slashes Summer Sales."

WRC-WMAL, Washington — Three-color coverage folder. "It's one thing to claim superiority—another to prove it".

CBS: Robin's-egg blue brochure promoting "economical coverage" of Columbia Pacific Network.

WBAL, Baltimore: Reprint of full-page ad in *Baltimore News-Post* with individual pictures of 50 members of the station personnel.

WCAE, Pittsburgh: Offset printed spread, "The Big Swing that Started a Jam Session", outlining station's listener response to its Monday night *Big Swing* broadcasts.

NBC: Black-and-red promotion folder, "Extra! Bird Salts Own Tail", boosting morning programs of WEAF, New York, with illustrations by Dr. Seuss.

WIBW, Topeka, Kan.: Unique plastic-bound 4x15 inch color brochure announcing WIBW's new $70,000 transmitter, complete with coverage data and pictures and a return postcard.

WHK-WCLE, Cleveland: Mail-file containing testimonials from sponsors of baseball broadcasts on the stations, including Socony-Vacuum Oil Co., General Mills, Atlas Electrical Appliance Store, and Gordon Vlchek Adv. Agency for Tip Top beer.

WCCO, Minneapolis: Pictorial broadside of WCCO artists, "If You Were a Piccolo Player in the Northwest, Where Would You Go?", promoting the station through its artists bureau.

KGIR, Butte, Mont.: Twelve-page covered promotion booklet, "They Didn't Have Radio", with typography and illustrations in Gay 90's style.

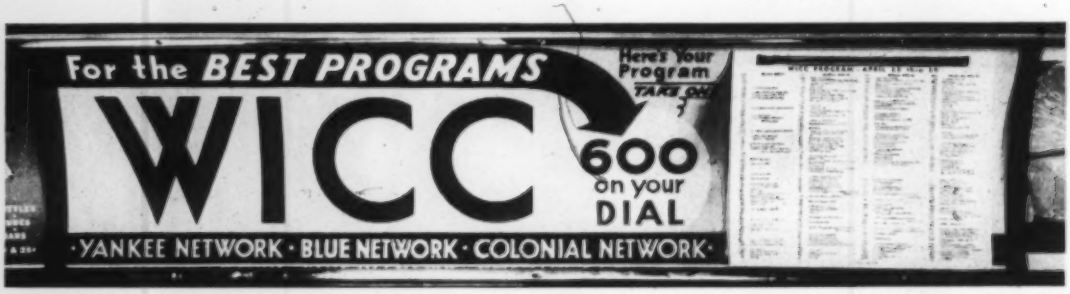
UNITED PRESS, New York: Large illustrated brochure listing chronological U.P. "firsts" in the 1938 news and U.P. correspondents in action all over the world, with emphasis on radio news promotion.

CBS: Eight-page pictorial brochure with an "Annie Oakley" theme, promoting CBS sports coverage.

WKRC, Cincinnati: Salmon-pink folder promoting WKRC's *Woman's Hour*.

NAB, Washington, D. C.: Booklet explaining the organization and operation of NAB, and "what it means to the future of American radio", along with outlines of the Association and each of its departments.

KOY, Phoenix, Ariz.: Offset printed pictorial "Family Album", showing station and program personnel, for distribution to listeners.



CAR-CARDS used by WICC, Bridgeport-New Haven, to stir up the commuting public's interest in the station's programs include, at the right of the big-lettered plug, a pad of 25 tear-off weekly programs. The blue and yellow strips have been installed in 266 streetcars and buses serving a daily average of 106,367 commuters in the New Haven area. Programs are changed each Sunday and refills are made as often as needed.

CBS Finds Clients More Than Double Billings Since They Started on Network

THE almost universal practice of national advertisers in increasing their expenditures for radio as they continue on the air is graphically illustrated by an analysis of the weekly gross purchases of time on CBS by its current advertisers, who are now spending 104.6% more than when they first started on the network. Of 41 clients listed, 34 have increased their time purchases, four are spending the same as when they started and only three have decreased their expenditures.

"This more-than-double advance," says CBS, "reflects the whole picture of successful broadcasting. Advertisers may enter radio tentatively, but resultant upward sales curves prompt them to expand their investments with additional programs on additional stations. Greater investments bring greater returns and radio budgets are revised steadily upward."

Tabulation of current CBS clients, showing starting dates and weekly grosses, weeks on CBS and current weekly grosses, follows:

	Started on CBS	Original Weekly Gross	Total Weeks on CBS	Current Weekly Gross
American Home Products	July, 1931	$ 942	384	$ 15,373
American Oil	Sept., 1932	1,577	40	8,939
American Tobacco	May, 1936	17,720	156	31,971
Beneficial Mgm't Co.	Oct., 1936	4,326	77	8,025
Campana Sales	Sept., 1932	3,548	65	8,670
Campbell Soup Co.	Oct., 1934	15,850	229	46,275
Chrysler Sales Corp.	April, 1932	8,203	164	18,675
Colgate-Palmolive-Peet	Jan., 1936	35,947	167	46,492
Continental Baking Co.	May, 1933	2,553	214	11,700
Cudahy Packing Co.	Oct., 1930	1,796	226	7,050
DuPont	Oct., 1935	5,867	163	8,730
Ethyl Gasoline	Jan., 1939	12,840	15	12,840
Ford	Feb., 1934	16,927	265	17,817
General Foods	Sept., 1932	5,430	218	66,916
Griffin	April, 1938	6,570	26	7,095
Gulf	May, 1933	6,516	272	7,715
Hawaiian Pineapple	Jan. 1939	9,575	15	9,575
Hormel	Nov., 1930	1,536	88	4,240
Household Finance	June, 1933	982	69	5,265
Int'l Cellucotton	April, 1935	7,545	95	12,825
International Silver	April, 1932	1,177	78	5,695
Kellogg	Nov., 1932	3,515	53	14,809
Lady Esther	Oct., 1933	4,667	281	8,430
Lambert	Dec., 1927	2,060	95	8,790
Lever Bros.	July, 1935	12,652	179	64,351
Liggett & Myers	Jan., 1932	39,286	328	24,130
Lorillard	Feb., 1929	8,500	233	10,830
McKesson & Robbins	Sept., 1929	2,994	78	4,875
Philip Morris	April, 1935	2,940	137	8,820
Nehi Corp.	March, 1939	9,780	6	9,780
Noxzema	June, 1931	1,880	51	7,725
Pet Milk	Nov., 1933	3,040	286	13,300
Procter & Gamble	June, 1929	3,806	230	40,277
Pure Oil	Sept., 1938	1,245	11	5,580
R. J. Reynolds	June, 1931	25,206	304	23,385
Sealtest	May, 1939	7,520	1	7,520
Sterling Products	June, 1934	4,808	398	5,807
Texaco	Sept., 1936	11,090	107	19,700
U. S. Rubber	Jan., 1938	12,110	38	11,580
U. S. Tobacco	June, 1935	6,525	204	8,445
Wrigley	Dec., 1928	3,350	361	23,985
Total		$334,401		$684,002

CRASH IS FATAL

Memphis Plane Wreck Kills Pilot, Passengers

THE portable mobile 40-watt airplane transmitter (WAIB) of WMC, Memphis, was totally demolished May 2 when the Cessna monoplane owned by the *Memphis Commercial Appeal* crashed while attempting to land at Grenada, Miss. The plane's pilot, George Stokes, and two passengers, John Crump, prominent young Memphis business executive, and Ted Northington, *Commercial Appeal* reporter, were killed instantly. Fire completely destroyed the ship and all its equipment.

It was practically a new ship, used by the *Commercial Appeal* for photography and emergency news coverage and by WMC for broadcasts from the air in stunt pickups and disaster coverage. The crash was caused by attempting to land on too short a field at too slow a speed against a cross wind.

The plane was traveling with several others in a good-will tour of Mississippi cities inviting attendance to the Memphis Cotton Carnival which opened May 9.

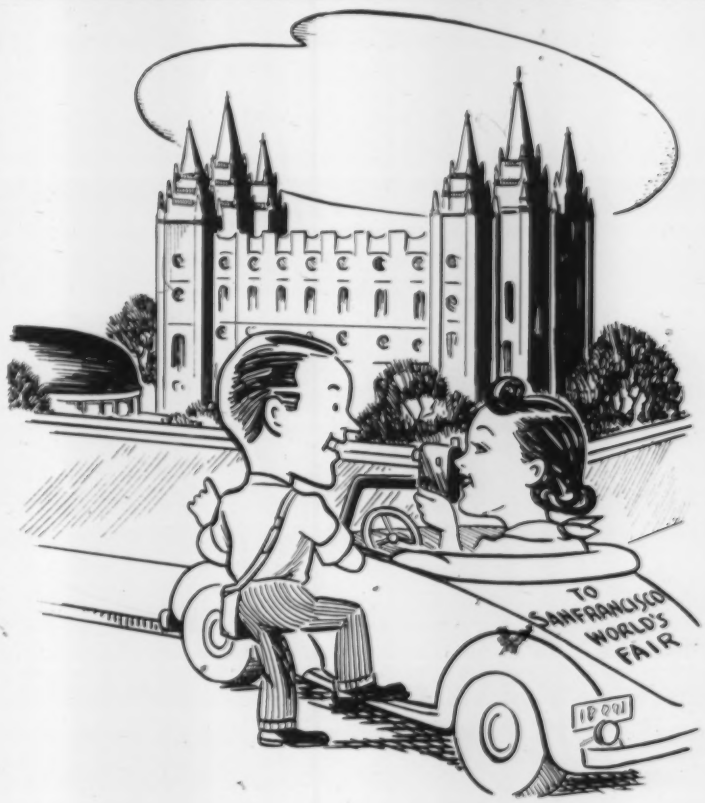
WITHOUT a sponsor only four days during a decade of announcing, John Harrington, announcer of WBBM, Chicago, on May 12 completed 10 years of sportscasting and news commenting.

Davis Vitamin Spots

DAVIS VITAMIN CORP., Hollywood (proprietary), in a 30-day prize contest to name a race horse, started May 1 using an average of 47 weekly five and 15-minute transcribed programs on 30 stations and will increase the list to approximately 100 nationally during the campaign. Stations include WCFL KWEW WFTC WDSU KJBS KOCA KEUB WHBL KFNK KFRU KGFJ KITE KOAM KOBH KOVC KUTA KWOS WGIL WIBW WIBX WTMT KGBX-KWTO and XERA. Series was produced by Standard Radio Inc., Hollywood, and placed thru Reuben H. Donnelly Corp., Los Angeles.

Roi-Tan on 38

AMERICAN TOBACCO Co., New York, on May 7 started a 26-week campaign of nine spot announcements weekly for Roi-Tan cigars on WSFA WIBW KPRC WREC WWL KOMO WAVE KGGM WDBJ KLZ KMBC KGW KOIN KSFO WHO KSO WNAX WMT WRVA WMBD KSD KTBS WFAA KRLD KFH KANS WSM WLAC KTUL KVOO WPTF WOW KOIL WOAI WKY KOMA KFI and WBRC. Lord & Thomas, New York, handles the account.



They Stop . . . Visit . . . and Spend in SALT LAKE CITY

In a normal year, tourists spend about $36,000,000 in the Salt Lake Market Area. This year is *above* normal, with the San Francisco World's Fair stimulating travel through Salt Lake City. It means *extra millions of dollars* in the cash registers of Salt Lake business firms . . . extra *buying power* for residents of this market.

5000 WATTS DAYTIME 1000 WATTS NIGHTS

And residents of this market listen to KDYL. For years, KDYL has been the leading intermountain station in showmanship, in listener popularity, in getting results for advertisers.

KDYL

THE *POPULAR* STATION
Salt Lake City, Utah
Representatives:
JOHN BLAIR & COMPANY
Chicago - New York - Detroit
San Francisco - Los Angeles

NBC RED NETWORK

BROADCASTERS' World Program

ALABAMA
WHMA · · · Anniston

ARIZONA
KOY · · · Phoenix

ARKANSAS
KELD · · · El Dorado
KARK · · · Little Rock
KUOA · · · Siloam Springs

CALIFORNIA
KPMC · · · Bakersfield
KIEM · · · Eureka
KGER · · · Long Beach
KHJ · · · Los Angeles
KLX · · · Oakland
KGB · · · San Diego
KFRC · · · San Francisco
KDB · · · Santa Barbara
KSRO · · · Santa Rosa
KHUB · · · Watsonville

COLORADO
KFEL · · · Denver
KFXJ · · · Grand Junction
KGHF · · · Pueblo

CONNECTICUT
WTIC · · · Hartford
WELI · · · New Haven

DIST. OF COLUMBIA
WJSV · · · Washington

FLORIDA
WRUF · · · Gainesville
WQAM · · · Miami
WDBO · · · Orlando
WTAL · · · Tallahassee
WJNO · · · West Palm Beach

GEORGIA
WAGA · · · Atlanta
WRDW · · · Augusta
WMAZ · · · Macon
WRBL · · · Columbus
WAYX · · · Waycross

IDAHO
KIDO · · · Boise
KRLC · · · Lewiston

ILLINOIS
WGN · · · Chicago
WDAN · · · Danville
WJBL · · · Decatur
WTAD · · · Quincy
WCBS · · · Springfield

INDIANA
WTRC · · · Elkhart
WGBF-WEOA · · · Evansville
WIRE · · · Indianapolis
WLBC · · · Muncie

IOWA
WMT · · · Cedar Rapids
WOC · · · Davenport
WKBB · · · Dubuque
KMA · · · Shenandoah

KANSAS
KFBI · · · Abilene
KVGB · · · Great Bend
KWBG · · · Hutchinson

KENTUCKY
WLAP · · · Lexington

LOUISIANA
WJBO · · · Baton Rouge

MAINE
WLBZ · · · Bangor

MARYLAND
WBAL · · · Baltimore
WTBO · · · Cumberland
WFMD · · · Frederick

MASSACHUSETTS
WEEI · · · Boston
WCOP · · · Boston
WTAG · · · Worcester

MICHIGAN
WHDF · · · Calumet
WJR · · · Detroit

MINNESOTA
KATE · · · Albert Lea
KVOX · · · Moorhead
KROC · · · Rochester
KSTP · · · St. Paul-Minneapolis

MISSISSIPPI
WFOR · · · Hattiesburg
WAML · · · Laurel
WQBC · · · Vicksburg

MISSOURI
KWOS · · · Jefferson City
KWK · · · St. Louis
KMBC · · · Kansas City

MONTANA
KGCX · · · Wolf Point

NEBRASKA
KFAB-KFOR · · · Lincoln
KOIL · · · Omaha

NEW MEXICO
KGGM · · · Albuquerque
KICA · · · Clovis

NEW YORK
WOKO · · · Albany
WGR-WKBW · · · Buffalo
WESG · · · Elmira
WOR · · · New York City (Newark)
WINS · · · New York City
WQXR · · · New York City
WHAM · · · Rochester
WFBL · · · Syracuse

NORTH CAROLINA
WBIG · · · Greensboro
WEED · · · Rocky Mount
WSTP · · · Salisbury
WAIR · · · Winston-Salem

NORTH DAKOTA
KDLR · · · Devil's Lake
KRMC · · · Jamestown
KLPM · · · Minot

BLUE BOOK Service Subscribers

OHIO
WJW · · · Akron
WHBC · · · Canton
WCKY · · · Cincinnati
WHK · · · Cleveland
WHKC · · · Columbus
WSMK · · · Dayton
WKBN · · · Youngstown

OKLAHOMA
KADA · · · Ada
KBIX · · · Muskogee
KOMA · · · Oklahoma City
KVOO · · · Tulsa

OREGON
KFJI · · · Klamath Falls
KOIN · · · Portland

PENNSYLVANIA
WCBA-WSAN · · · Allentown
WFBG · · · Altoona
WKBO · · · Harrisburg
WCAU · · · Philadelphia
WIP · · · Philadelphia
WCAE · · · Pittsburgh

RHODE ISLAND
WJAR · · · Providence

SOUTH CAROLINA
WAIM · · · Anderson
WCSC · · · Charleston

TENNESSEE
WOPI · · · Bristol
WDOD · · · Chattanooga
WREC · · · Memphis
WLAC · · · Nashville

TEXAS
KGNC · · · Amarillo
KGKO · · · Dallas-Ft. Worth
WBAP · · · Dallas-Ft. Worth
KRLH · · · Midland
KPDN · · · Pampa
WOAI · · · San Antonio

UTAH
KDYL · · · Salt Lake City

VERMONT
WCAX · · · Burlington
WNBX · · · Springfield

VIRGINIA
WSVA · · · Harrisonburg
WRVA · · · Richmond
WDBJ · · · Roanoke

WASHINGTON
KXRO · · · Aberdeen
KIRO · · · Seattle
KMO · · · Tacoma
KUJ · · · Walla Walla

WEST VIRGINIA
WHIS · · · Bluefield
WBLK · · · Clarksburg
WCHS · · · Charleston
WPAR · · · Parkersburg

WISCONSIN
WEAU · · · Eau Claire
WHBY-WTM · · · Green Bay
WKBH · · · La Crosse
WIBA · · · Madison
WISN · · · Milwaukee
WSAU · · · Wausau

HAWAII
KHBC · · · Hilo
KGMB · · · Honolulu

CANADA
ALBERTA
CFAC · · · Calgary
CJCA · · · Edmonton

BRITISH COLUMBIA
CKWX · · · Vancouver

MANITOBA
CFAR · · · Flin Flon
CJRC · · · Winnipeg

ONTARIO
CKCW · · · Moncton
CJCS · · · Stratford
CFRB · · · Toronto

Transcription

WORLD PROGRAM

WORLD BROADCA

XUM

These stations picked

WORLD QUALITY

TO GIVE ADVERTISERS A SUPERIOR SERVICE

The stations of World Program Service are interested in serving their audiences with the finest program material. Loyal audiences and thriving sponsors are their objectives.

World helps member stations attain these objectives in three ways—first, by granting exclusive contracts, one station to a city; second, by supplying the greatest repertory of music ever recorded for radio; and third, by furnishing this never-ending stream of musical selections by means of the famous World vertical-cut Wide Range transcriptions.

With program quality consistently superior, stations attract and hold their audiences. Advertisers planning spot campaigns will do well to consider the influence and popularity of World Program Service stations.

To Stations—If your city is not listed here, we shall be glad to consider your application. Write World Program Service Division, World Broadcasting System, 711 Fifth Avenue, New York.

anscription Headquarters

Here's what World's exclusive Western Electric vertical-cut Wide Range recording means to the advertiser. What you put into your program, the listener hears—in all its original beauty and reality. The result—increased effectiveness for your advertising. World transcriptions—the ultimate in high fidelity—are the accepted standard of quality.

A SERVICE . . . *a Service of*

CASTING SYSTEM

XUM

BROADCASTING and Broadcast Advertising

Published by
BROADCASTING PUBLICATIONS, Inc.

Executive and Editorial Offices:
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
GATE TAYLOR, Advertising Manager

Subscription Price: $3.00 per year–15c a copy–Copyright, 1939, by Broadcasting Publications, Inc.

J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager
NORMAN R. GOLDMAN, Advertising Representative

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Editorial ● MAURY LONG, Advertising

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● PAUL BRINES
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

"Free as the Press"

A SIGNIFICANT transition in the Federal Government's public relations, with radio in the dominant role, is taking place. First, with the avowed purpose of getting the complete uncolored story to the people, President Roosevelt and his official family have turned to the radio. And on the heels on that, the President's Government reorganization plan transfers direct to the White House the major functions of the National Emergency Council, which has been a sort of press-radio public relations bureau for the Administration.

The President, as reported in this issue, expressed his views in clear terms. In so many words, he said (via transcription over 165 stations) that the Government is using radio as an additional means of diffusing factual knowledge concerning its operations. And in passing he observed that only through radio is it possible to overtake "loudly proclaimed untruths or greatly exaggerated half-truths".

The President's remarks are profoundly important in other respects. He made it clear that, as far as he is concerned, the Government's regulatory functions over radio are restricted to technical policing. To use his own words, he said the Government has set up "such controls of its operations as are necessary to prevent complete confusion on the air. In all other respects the radio is as free as the press."

Certainly that expression does not imply censorship, or threaten interference with freedom of the radio and the other dire motives which have been ascribed to the Chief Executive. Especially should his words be heeded by those who regulate radio, who more than once have resorted to backdoor methods to tailor a regulatory straightjacket for the industry.

It will be recalled that the Hon. Hugo Black, upon his return from a European vacation after his sensational appointment to the Supreme Court, declined to talk to ship reporters but asked instead for a microphone. He then observed that by radio he could talk to the people without the "interpretation" and color that would be given any statement for publication. In essence, the President now has made the same statement—and at a time when radio has received recognition on an equal footing with the press in Congress, at the White House and at all Government departments thanks to the persistent efforts of MBS commentator Fulton Lewis Jr.

Turning to another aspect of the New Deal's public relations operations, we find much merit in the idea, just gathering momentum, of centralizing all Government radio program operations in a single agency. Today networks and stations are besought separately by most of the some 120 governmental agencies for time. To comply with all requests would be bad radio and worse economics. But to have all such placements cleared through one source, professionally handled, and with due regard to time limitations and program balance, certainly would ease the burden and otherwise conduce to more effective programming.

As for the new *United States Government Reports* transcription series, so long as they are kept factual and free of controversy or party propaganda, they have a rightful place over independent stations. Once they invade the "spot news" field, or become controversial or advocatory, they do not belong on transcriptions—at least not on their present basis as sustainers.

Good Neighbor Radio

NEW RULES are about to be promulgated which will lift the non-commercial ban on U. S. international broadcasting stations. Products sold in foreign trade, under the plan awaiting FCC approval, will be sponsorable over shortwave stations heard throughout the world, particularly in Latin America.

By this move the Federal Government proceeds sympathetically along the path decreed for American radio from its inception—namely, that it be conducted by private initiative and enterprise. The 14 U. S. stations already engaged in serving foreign audiences, which latterly have concentrated in particular on furthering Uncle Sam's Good Neighbor policy, will at long last be in a position to realize at least a modicum of return to help defray their operating costs. More than that, they will be in a position to improve service because the expense will not be entirely out-of-pocket.

The totalitarian states in recent years have literally been bombarding the world, especially Latin America, with their radio propaganda on the evident theory that trade and ideologies follow not merely the flag but the words and music of the wavelengths. Some of our impetuous statesmen, concerned over efforts to undermine traditional American friendship and trade by this method, have proposed that the Government itself erect and operate shortwave stations to counteract this propaganda by the same means. This obviously was not the American way, and cooler heads have prevailed thus far to permit the privately owned stations to assume the task.

They did so willingly, and are doing a noteworthy job—doing it so well, in fact, that observers returning from Latin American in recent months have reported that the European propaganda is actually boomeranging because of it obvious speciousness as compared with the factual and unobtrusive type of broadcasting done by our stations. So far as private operators of international stations here are concerned, they ask of the Government only that it give them a free hand to continue their present work. Thus far the impelling motive has been patriotism and an admitted conviction that they can do the job so well that the Government would have no cause to go into the broadcasting field on its own. And even Government, eager to develop foreign markets, can hardly begrudge these stations an opportunity to earn at least part of their upkeep while at the same time extending the institutional and sales power of radio to the field of foreign trade.

Blue Sky Video

THE BIG impetus given television through its introduction at the World's Fair and the initial marketing of visual receivers has brought forth the inevitable crop of parasites who seek to capitalize on the publicity wave.

While the comparatively new Securities & Exchange Commission operations will in some measure check the blue sky operators, we suspect that many an individual already has been taken in on "ground floor" propositions dealing with this new "billion dollar industry". The unfortunate part of such schemes is that radio itself may be held responsible, because to the public television is part and parcel of broadcasting.

Broadcasters would not be making a mistake if, from time to time, they advised their listeners, through responsible civic spokesmen, or in "house talks", to beware of those who are peddling "Get-Rich-Quick Wallingford" schemes built up around television. They should advise their listeners to consult Better Business Bureaus, bankers or attorneys before investing. In that way, the broadcaster not only will perform a public service but will be taking steps to ward off possible future assaults upon the industry itself.

The RADIO BOOK SHELF

THE TRUTH about shortwave propaganda from Europe to Latin America is that it is falling largely upon deaf or indifferent ears, according to an analysis of a recent address by Philip L. Barbour, handling foreign press and station relations in the NBC international division, published in the March 13 *Export Trade & Shipper*. While the United States leans over backwards in its effort to avoid propaganda of any sort, Germany, Great Britain and France are still engaged in propaganda of one sort or another, says the article. Italy and Japan are poor runners up—and in fact reports indicate that Italian propaganda has "diminished startingly in the past few months".

We Pay Our Respects To —

FULTON LEWIS jr.

A CITY of traditions, customs and habits; a center of all that is old and hallowed—

In such an atmosphere was reared the most noted of the fourth generation of District of Columbia Lewises—Fulton Lewis jr., Mutual Network's commentator on Washington affairs, the man who single-handedly smashed the barriers that kept radio reporters out of the press galleries of Congress and who led the successful fight to obtain equality for radio reporters at White House press conferences and in the Government departments.

Deserved tribute has come to Fulton Lewis jr. ("and don't write it with a capital J") for his lone-wolf fight to gain Congressional recognition for radio as a full-fledged news gathering and disseminating medium. And characteristic of the Lewis procedure was the fact that he obtained separate gallery facilities for radio in the Capitol rather than a poor-relative admission to the newspaper galleries.

The narrative of his gallery fight best tells the Lewis life and habits. It was hardly 18 months ago, shortly after he joined Mutual, that his sense of justice was offended by the decade-long spurning of radio reporters by press gallery occupants. Too busy at the time to do much about it, he gathered his news by telephone and personal contacts, with occasional sittings in the public galleries of Congress where no notes may be taken.

He might have adopted the purportedly common strategy of affiliating himself with a small-town newspaper to obtain press gallery privileges, but that isn't the way he operates. Instead he set about last autumn to get radio its own Congressional galleries. First, of course, he had to get an official rejection from the Standing Committee of the Press Galleries, where he had been told radio wasn't allowed in and never would be.

"Try it," he was challenged. And try it he did. When Rep. Dempsey of New Mexico formally introduced in the House a resolution to give radio its own galleries, the newspapermen chuckled at what they deemed a publicity stunt. But when the House Rules Committee took the matter seriously, the press galleries demanded a hearing. The hearing was held, and Fulton, flanked by Transradio's Herbert Moore, stated the radio case.

Meanwhile he had contacted all members of both the Senate and House Rules Committees, and the Senate group had named Senator Gillette of Iowa and Senator Barbour of New Jersey to investigate. At this hearing Fulton was supported by President Neville Miller of the NAB, along with representatives of Transradio and the networks.

The details of the story are too voluminous for narration here, but the crux of Fulton's argument throws light on another of his traits—a habit of foraging for pungent facts. In typical fashion he had probed into Senate and House regulations, uncovering a forgotten Senate rule that each daily newspaper was entitled to one seat in the press gallery. That rule contained no provision for news services such as the Associated Press, United Press and International News, each of which have many reporters in the galleries, nor did it justify the presence by many newspapers of two to 20 reporters each.

Thus it was that the House approved a radio gallery resolution April 20, the Senate five days later. In a few months Fulton Lewis jr. ("remember, a small J") had accomplished what timid broadcasters had for years fondled as a dream never likely to be realized.

All his life Fulton has ignored sacred rights and traditions. When he played the organ for a movie during his University of Virginia days, he ignored the cue sheets that came with the pictures and

(*Continued on page 48*)

Personal NOTES

BILL ANDERSON, for three years with CBS in Hollywood, is the new director of sales promotion and publicity for KOMA, Oklahoma City, the appointment recently having been made by Neal Barrett, general manager. Albert M. Snook, formerly of Barron G. Collier, Inc., has joined the KOMA sales department. Mr. Anderson was in production, sales and sales promotion for CBS. Mr. Snook during the last year was in charge of Oklahoma activities for Collier.

LINCOLN P. SIMONDS, formerly New York representative for International Radio Sales, has joined Texas State Network as traveling sales representative. Simonds for five years was with John Blair & Co., Chicago, and before that represented Scripps-Howard newspapers in New England.

COMDR. E. M. WEBSTER, FCC assistant chief engineer for telegraph, will attend the meetings of the subcommittee of the Third World Conference of Radiotelegraph Experts for Aeronautics to be held at Cracow, Poland, May 19-22, as the FCC representative.

FRED SHAWN, assistant manager and program director of WRC and WMAL, Washington, has announced his engagement to Audrey Sieber, Washington actress and mistress of ceremonies. The wedding is scheduled for Aug. 5 in Washington.

THOMAS S. LEE, president of Don Lee Broadcasting System, Los Angeles, is in New York on a three-week business trip relating to television.

GEORGE DEITRICH, of the sales staff of WGN, Chicago, will join the New York sales staff of WGN May 22.

WARREN A. SOMMERVILLE, formerly with *Dun's International Review* and recently in radio, has joined Broadcasting Abroad Ltd., New York, in charge of time and program sales for the metropolitan territory.

WELLS CHURCH, in charge of radio for the Republican National Committee, delivered an address on "The Use of Radio in Political Life" at a dinner for new Republican members of the House of Representatives, held in Washington, D. C., at the Army & Navy Club May 3.

ROBERT SMITH, salesman of WOR, Newark, is the father of a boy born April 25.

FRANK JAFFE, formerly in the promotion department of the *Des Moines Register & Tribune*, where he had charge of the newspaper's radio activities promotion, has joined KMA, Shenandoah, as promotion manager.

REG DAGG, chairman of the advertising and sales bureau of the Vancouver Board of Trade and commercial manager of CKWX, Vancouver, was host to the members of the local Junior Advertising Club recently at the CKWX studios.

JAMES McEDWARDS, of the sales promotion staff of NBC-Chicago, is the father of a girl born April 23.

CARL A. NIELSEN, formerly with Long Adv. Agency and S. L. Kay Adv. Agency, San Francisco, joined KYA, San Francisco, May 1 as account executive.

HUME A. LETHBRIDGE has been named manager of the new station of the *Nelson Daily News* in Nelson, B. C.

BASIL P. COOPER, FCC attorney, on May 2 married Dorothy Gould Fowler of Washington, at Manassas, Va.

LEWIS ALLEN WEISS, vice-president and general manager of Don Lee Broadcasting System and Harry R. Lubcke, television director of that organization, are scheduled to return to their West Coast headquarters on May 20 from Washington, where they conferred with FCC executives on the establishment of television standards. While in the east they also were to inspect television equipment of RCA, General Electric, Philco, Farnsworth and DuMont.

WARREN J. BINKLEY, formerly in advertising and newspaper work and with WAAW, Omaha, has joined KGFW, Kearney, Neb., as commercial manager.

DON E. GILMAN, NBC western division vice-president, Hollywood, will be the principal speaker at the Graduate School of Business of Stanford University, Palo Alto, Cal., on May 20.

HOWARD L. CHERNOFF, manager of WCHS, Charleston, W. Va., and assistant general manager of West Virginia Network, addressed the Charleston Rotary Club May 5 on "Comparing the American and British Systems of Broadcasting".

MERIDETH STANLEY RUNCK, director of market research of WLW-WSAI, Cincinnati, is to marry Marian Regina Bayston Aug. 19.

LEIGH SILLIPHANT, account executive of KRKD, Los Angeles, has resigned to go to New York.

CHET PETERSON has joined the sales staff of KFOX, Long Beach, Cal., having resigned from KRKD, Los Angeles.

L. N. PFEIFFER, secretary-treasurer of Recordings Inc., Hollywood, has resigned.

DICK HEDRICK, formerly of KSAN, San Francisco, has resigned to become advertising manager of Fred Benioff Fur Co., San Francisco.

ROBERT SMITH, salesman for WOR, Newark, is the father of a nine-pound boy born recently.

EDWARD A. LARKIN and John Ryder, KNX, Hollywood page boys, have been transferred to the sales department and made account executives.

JERRY JULUM, salesman of WOAI, San Antonio, who wrote the song, "All Is Forgiven", several years ago while a member of the Minneapolis Symphony Orchestra, recently heard it broadcast for the first time during *Saturday Night House Party* on WOAI.

BILL DEAN, who joined WDAY, Fargo, several months ago after an affiliation with KABR, Aberdeen, S. D., has been named publicity and promotion director of the station.

CHARLES V. BOYD, formerly of the sales department of KFRO, Longview, Texas, has joined WSLI, Jackson, Miss.

ED KIRBY, NAB public relations director, will address the June 6 session of the Business-Consumer Relations Conference on Advertising & Selling Practices under the auspices of the National Association of Better Business Bureaus in Buffalo June 5-6.

J. P. ROGERS, formerly vice-president of the Crosley Corp., recently was elected vice-president and treasurer of the Farnsworth Television & Radio Corp., Fort Wayne, Ind. Mr. Rogers was previously treasurer of the Associated Simmons Hardware Co., and secretary and treasurer of the United States Radio & Television Co.

ODIN RAMSLAND, salesman of KDAL, Duluth, will be married in Minneapolis May 20.

FIN HOLLINGER has been appointed commercial manager of CJLS, Yarmouth, Nova Scotia. Previously a sports announcer and program producer at CJKL, Kirkland Lake, Ont. and Toronto stations, he has been in Canadian radio since 1934.

MARK WOODS, NBC vice-president, was one of the 15 new members elected on May 2 to the board of directors of the National Better Business Bureau, New York.

WILLIAM T. WELCH, president of WSAR, Fall River, Mass., returned in May from a trip to South America.

JAMES CARLISLE has been appointed manager of the new CBC 50-kw. station, CBA, Sackville, N. B.

FRED F. LAWS, formerly assistant sales manager of KSTP, St. Paul, has been named assistant to President Stanley E. Hubbard.

H. W. WILSON, president of KGTM, Wilson, N. C., on June 21 will marry Mary Ida Blackburn, daughter of Dr. and Mrs. C. L. Blackburn of Wilson.

GEORGE BARRINGER, salesman, has been loaned to KHUB, Watsonville, Cal., by KWLK, Longview, Wash., for a special sales job.

DAVID S. GREENFIELD, formerly with Alliance Distributors, New York, has joined G. Krueger Brewing Co., Newark, as advertising manager.

ED WOODS recently joined the sales staff of KFRC, San Francisco.

DANIEL M. WELDON, formerly of NBC, San Francisco, KYA and KROW, has joined the sales department of KSRO, Santa Rosa, Cal.

O. C. BENJAMIN, formerly of KWBG, Hutchinson, Kan., has joined the sales staff of KBIX, Muskogee, Okla.

ROBERT CROWELL, formerly in the printing business has joined the sales staff of KRE, Berkeley, Calif.

THOMAS DURKIN and Rod Coupe recently were added to the San Francisco sales staff of KROW, Oakland, Cal.

HARRY W. BUCKNELL has joined the sales staff of NBC in San Francisco, replacing Chester Blomsness, who resigned recently to join the sales staff of KYA, San Francisco, along with Holland F. Davis, formerly in Southern California radio.

WAYNE VARNUM, of KSO-KRNT, Des Moines, is the father of a girl. Mrs. Varnum was formerly assistant radio editor of the *Des Moines Register & Tribune*.

WILLIAM O. TILENIUS, of NBC's New York spot sales department, is the father of a daughter, Irene, born recently.

HARRY MARTIN, head of Harry Martin Enterprises, Chicago program firm, is the father of a girl born April 13.

SIDNEY FLAMM, assistant to the president of WMCA, New York, recently became the father of a girl.

WALLACE G. WALKER, formerly statistician of CBS and previously with the Advertising Checking Bureau, New York, has joined the MBS sales promotion staff as a statistician to work with Robert Schmid, sales promotion manager of Mutual.

E. I. HEATON, formerly of Radio Advertising Corp., Chicago representative firm, has joined the sales staff of KFNF, Shenandoah, Ia.

Claire Mellonino

CLAIRE MELLONINO, 44, nationally known concert pianist and for nine years staff pianist of KNX, Hollywood, died at Good Samaritan hospital, Los Angeles, on May 1 following a two-month illness. Mrs. Mellonino was born in New Bedford, Mass., and made her debut as a concert pianist at the age of 17 with the Boston Symphony orchestra. At the time of her death she was a member of the Los Angeles Philharmonic orchestra. She is survived by her husband, Pierre Mellonino.

Ray McClung

RAY McCLUNG, 48, California radio and newspaper executive, died May 8 at Palo Alto (Cal.) Hospital from a heart ailment. At the time of his death he was president of the *Merced* (Cal.) *Sun-Star* of which he was part owner. With his brother Hugh, also an executive of the newspaper, he operated KYOS, which was owned by the *Sun-Star*. Mr. McClung, in association with Horace E. Thomas, publisher of the *Marysville* (Cal.) *Appeal-Democrat*, and Stanley R. Pratt Jr., formerly manager of KHUB, Watsonville, Cal., took over operation of KHSL, Chico, and KVCV, Redding, Northern California stations, in early May, acquiring title of the Golden Empire Broadcasting Co. In addition to his brother and mother, he is survived by his wife, Mrs. Marjorie McClung.

Edward S. Rogers

EDWARD S. (Ted) ROGERS, president of CFRB, Toronto, and prominent Canadian radio manufacturer, died May 6 after a severe internal hemorrhage. He was 38 years old. Well-known as a radio engineer and executive, Mr. Rogers started radio as a hobby when a youth and in 1921 was the first Canadian amateur to successfully broadcast a transatlantic signal. His original amateur station, 3BP, grew into the present CFRB, and his early receiver construction efforts into Canada's largest radio and tube plants. He is credited with having developed the first commercial light-socket radio receiver in 1925. His widow and a son survive.

Bottomley on KWK

JIM BOTTOMLEY, former first-baseman for the St. Louis Browns, has joined the sports staff of KWK, St. Louis, assisting Johnny O'Hara in the KWK broadcasts from Sportsman's Park. As the station's baseball analyst, Bottomley is heard between innings, explaining plays and diagnosing the game as it progresses, with O'Hara handling the play-by-play description of the games.

KGKO Promotions

JACK KEASLER, formerly merchandising manager of KGKO, Fort Worth, was promoted to commercial manager May 1, along with Elbert Haling, who advanced from publicity-continuity to merchandising-publicity director, and Howard Carraway, from the announcing staff to continuity-traffic management, according to an announcement by George Cranston, assistant general manager.

DAVID SARNOFF, president of RCA, and chairman of the board of NBC, was one of three Americans of foreign birth recently honored with the annual awards of the National Institute of Immigrant Welfare for "significant contribution to American life."

H. V. KALTENBORN, CBS news analyst and commentator, on May 8 lectured on *The International Situation* before the War College in Washington.

BEHIND the MIKE

CHARLES PENMAN, production manager and television program director of Don Lee Broadcasting System, Los Angeles, has resigned to free lance. Jaime del Valle, who formerly was television program director of WGXAO, has returned to that post. He recently has been producing *Phantom Pilot* and *News Pictorial*, both sponsored on the Don Lee network by Langendorf United Bakeries. Sam Pierce has now taken over production of these programs.

JIMMY BURTON, KHJ, Los Angeles, announcer-producer, has been named assistant to Van C. Newkirk, program director of Don Lee Broadcasting System.

RICHARD N. CHINDBLOM, formerly assistant program director of WBBM, Chicago, has been named program director of WAAF, that city, according to William E. Hutchinson, manager of WAAF.

HENRY GLADSTONE, announcer of WHN, New York, is the father of a girl born recently.

GEORGE McCAUGHNA, manager of CBS Hollywood theatres, is the father of twin girls, born May 7.

STERLING FISHER, CBS director of education and radio talks, has been named a life member of the American Museum of Natural History, New York, by action of its board of trustees at the spring meeting.

TONY MORSE, announcer at KFBK, Sacramento, on May 1 became the father of a boy.

VARNEIL PARTLOW, formerly with the United Press, has joined KFBK, Sacramento, Cal., as announcer-producer.

BETTY GOODWIN, NBC's first television girl and former fashion editor, in private life Mrs. Bernard Goodwin, is the mother of a boy born May 3.

Meet the LADIES

PAULINE SMYTH HARDINGE

ONLY lady broadcasting station manager in Canada is Mrs. Pauline Smyth Harding, of CKTB, St. Catherines, Ontario, here revealed as the "F. Pauline Smyth" whose signature might otherwise hide her sex. Mrs. Hardinge is one of the Canadian Association of Broadcasters' most active and astute members. At its conventions, she is usually the only woman present.

CHARLES LAMMERS, producer of *Boone County Jamboree* and other shows on WLW, Cincinnati, left recently on a five-month round-the-world tour, sailing from the West Coast May 19 on a trip that takes him to Honolulu, Japan, China, the Philippines, Straits Settlements, Ceylon, India, Egypt, the Holy Land, Italy, France, Switzerland, Germany, Holland, Belgium, Ireland and England. He plans to use the tour as the basis for a series of programs on WLW next fall built to educate travelers in the best methods of traveling on a small budget.

GRACE HEGGER LEWIS, former wife of Sinclair Lewis, and former member of the staff of *Vogue* magazine, has joined WFAA, Dallas, where she will do three afternoon programs a week, *Dear Mrs. Listener*, featuring short informal talks on current subjects of interest to women.

FRED HOEY, well known New England baseball announcer, has returned to WBZ-WBZA, Boston-Springfield, to begin a new series of six-weekly sports programs.

THOMAS DI MATTEO, in accordance with the new plan to advance into other departments members of the guest relations staff of NBC who have been with the network more than two years, has been promoted from the television guide staff to the statistical division.

WILLIAM GORDON BEAL, continuity chief of KDKA, Pittsburgh, and Cynthia Cate, whose engagement was announced during the winter, are to be married July 1.

NORRIS WEST, assistant program director of WCAU, Philadelphia, has resigned, as of May 15, to accept a newly created assistant manager's post with the Philadelphia Orchestra Assn.

HUGH BEAUMONT and Isleta Gayle, both formerly artists of WWL, New Orleans, are in Hollywood as winners in the New Orleans division of the *Gateway to Hollywood* talent competition. Beaumont, participating in the first 13-week elimination series and runner-up in the finals, now is in radio work in Hollywood. Miss Gayle appeared on the April 30 *Gateway* broadcast.

BRADFORD ANSLEY, senior at Emory U, recently was added to the announcing staff of WSB, Atlanta, succeeding John Tillman, now in New York.

MARCUS BARTLETT, musical director of WSB, Atlanta, recently was awarded a fellowship by the Rosenwald Foundation for a six-month study of radio in education.

ALBERT J. SOUTHWICK, musical director of KSL, Salt Lake City, accompanied by Richard Keddington of the KSL staff, went to Baltimore May 13 to direct the noted Orpheus Club, Salt Lake City male chorus, before the convention of the National Federation of Music Clubs.

RICHARD HICKOX recently joined the announcing staff of WLAW, Lawrence, Mass.

JOHN FRANKLIN, formerly of WIP, Philadelphia, has joined the announcing staff of WCAU, Philadelphia.

ANNE MAE FITZPATRICK, of the program department, and Byrum Saam, sportscaster of WIP, Philadelphia, have announced their engagement.

LINDLEY A. JONES has been appointed recording division musical director of Cinematone Corp., Hollywood transcription and film production concern.

LILLIAN FISCHER, who conducts the weekly *Gal About Town* on WPEN, Philadelphia, is to marry Sidney Fruchbom, provisions merchant, on June 4.

EARL W. KURTZE, head of the artists bureau of WLS, Chicago, left May 12 for a three-week business trip to Hollywood to confer with officials of Republic Pictures concerning appearances of WLS artists. Larry Kurtze, of the WLS artists bureau, will leave for Hollywood June 1 to relieve Dan Wadhams, manager of the WLS West Coast office, while Wadhams vacations for a month.

TED BAUGHN, KMPC, Beverly Hills, Cal., announcer, is the father of a boy born May 3.

ALICE BARROW, of the secretarial staff of NBC-Chicago, has been transferred to the office of S. N. Strotz, manager of NBC-Chicago, as assistant to his secretary, Helen O'Connor. W. L. Ensminger, new to radio, has joined the guide staff of NBC-Chicago.

BOB WHITE, of the production staff of NBC-Chicago, is the father of a girl born April 28.

AUSTEN CROOM-JOHNSON, formerly in the production department of NBC and recently assistant to Philips Carlin, head of the network's sustaining division, has been transferred back to the production department as director of light musical programs.

AL STEVENS, news commentator of WFIL, Philadelphia, is the father of a girl born recently.

ROGER KRUPP, formerly of WBBM, Chicago, has joined the announcing staff of KMTR, Hollywood. He succeeds Robert McReynolds, resigned.

CHARLES SERVICE, new to radio, has joined the announcing staff of WPIC, Sharon, Pa.

HAL WEBB, new to radio, has joined the sports department of KLRA, Little Rock, Ark., as assistant to Dave Banks, KLRA sports announcer.

NELSON OLMSTED, special events announcer of WBAP, Fort Worth, is the father of a girl born recently. Mrs. Olmsted is a member of the WBAP dramatic staff, known professionally as Alma Rae.

KING HARMON, formerly of KDAL, Duluth, has joined the production department of KGVO, Missoula, Mont., and Bud Blanchette and Don Hopkins have been added to the KGVO announcing staff.

TRAFTON ROBERTSON, formerly of WTAR, Norfolk, Va., and KVOO, Tulsa, has joined the announcing staff of WBT, Charlotte.

BOB GREGORY, for the last five months on the announcing staff of WBT, Charlotte, has resigned.

PAUL SNIDER, formerly of KITE, Kansas City, has joined the announcing staff of WJJD, Chicago. Lee Lawson, formerly of WCPO, Cincinnati, has also joined the WJJD staff.

BILL STULLA, formerly of KOA, Denver, has joined the announcing staff of KFI-KECA, Los Angeles.

DON CLARK, KHJ, Los Angeles writer, is the father of a boy born recently.

DOREEN CHAPMAN, formerly doing feature and dramatic work with Iowa stations, has joined WDAY, Fargo, as home economist.

DON STEWART, formerly of WMEX, Boston, has joined WEEI, Boston, as assistant to Jay Wesley, sports announcer.

JOE MALONE, KNX, Hollywood, continuity writer, has announced his engagement to Maxine Gulley of Glendale, Cal. A fall wedding is planned.

FLO BALLOU, secretary to Joe Lopez, of WICC, Bridgeport, Conn., sailed May 10 on the *Queen Mary* on a European tour. She is to return June 8. John Reilly, graduate of Fordham U, has replaced Bill Dukeshire as assistant news editor at WICC's New Haven studios.

CRAIN ROGERS, traffic chief of KDYL, Salt Lake City, is recovering after an emergency appendectomy. John Woolf, formerly with several Northwest stations, has joined the KDYL announcing staff. George Snell, KDYL program director, has been notified that his historical novel, "And If Man Triumph", has been selected as required reading by the Utah State Educational Assn.

COLE McMARTIN, formerly an actor on New York network shows, has joined the announcing staff of KSO-KRNT, Des Moines. Edmund Linehan, KRNT-KSO program director, and Doris Zastrow have announced their coming marriage.

WILLIAM GUILD, formerly in charge of continuity at CKOC, Hamilton, Ont., has been named production manager. Phil Clayton, formerly of CKCR, Kitchener, has joined the CKOC announcing staff, and Dave Robbins, former newspaper man, has joined CKOC as news editor and publicity chief.

DICK CARLSON, at one time with WELI, New Haven, has returned to the announcing staff of that station.

ED ALLEN, announcer of WGN, Chicago, and MBS, and Dolores Dyer have announced their engagement and coming marriage June 5.

Garfinkel Contest

THE third annual radio announcers' contest, which is conducted under the auspices of the Sidney Garfinkel Adv. Agency, San Francisco, opened May 8 and continues through May 29. A Victory Trophy will be awarded to the commercial announcer deemed the finest in San Francisco. Diction, sincerity and effectiveness will be the points on which the contestants are judged. The contest is limited to local staff announcers whose participation in radio programs and spot announcements is confined to handling commercial announcements. Last year the trophy was awarded to Joe Walters, of KSFO, San Francisco.

WALTER W. WALRATH is announcing a daily summary of baseball scores sponsored on WICA, Ashtabula, O., by Forest City Brewing Co., Cleveland.

GEORGE MAYER has been signed by WTAR, Norfolk, to handle the play-by-play accounts of Norfolk Tars games in the Piedmont League, sponsored by General Mills and the local Sears, Roebuck store.

VICTOR CAMPBELL, of WGR and WKBW, Buffalo, has joined WGY, Schenectady, in charge of production, succeeding Radcliffe Hall, now on the NBC, New York, announcing staff. Al Zink, formerly of WBRK, Pittsfield, Mass., has joined the WGY announcing staff.

H. ROONEY PELLETIER, CBC program executive, has returned to Canada after six months in England on an exchange with the BBC, where he staged a number of productions, some of which were relayed by short wave to the CBC.

BOB ROGERS, announcer of WSAL, Salisbury, Md., is to marry Carmella Dennis on June 3.

RODNEY MAYS, CBS Hollywood continuity writer, is the father of a boy born May 2.

DON CARNEY, known as *Uncle Don*, conductor of a popular children's program on WOR, Newark, April 29 married Ellen Alberta Marsh of Pittsburgh. The radio favorite celebrates his ninth year under the sponsorship of the Greenwich Savings Bank, New York, on May 15, at which time his contract is renewed for another 52 weeks.

The First Radio Daily Newspaper in the World

EXHIBIT IN THE MISSOURI BUILDING AT THE NEW YORK WORLD'S FAIR

This exhibit shows the method of producing the Post-Dispatch radio daily newspaper—first in the world. The Post-Dispatch Daily Radio Edition has been on the air daily since December 7, 1938. This exhibit is in the Missouri Building.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

GUILBERT GIBBONS, formerly radio director of Lord & Thomas, Chicago, has joined the production staff of the NBC Central Division, filling a vacancy created by the promotion of Wynn Wright to managership of the department and Lloyd G. Harris to the assistant managership.

GORDON WILLIS recently left the production staff of KSAN, San Francisco, to enter the insurance business.

HAROLD KIMMEL, formerly of KGKO, Fort Worth, and recently program director of KFDM, Beaumont, has rejoined KGKO as m.c. of Universal Mills' six-weekly noon feature, relieving Charlie Willhoite, who is now giving full time to his position as Universal Mills sales manager.

CLAY McDANIEL, formerly production manager of KYOS, Merced, Cal., has joined the Golden Empire Broadcasting Co. as production manager of KHSL, Chico, and KVCV, Redding.

HUGH WEDLOCK Jr. and Howard Snyder, Hollywood writers, after several weeks in New York, have returned to the West Coast. They are writing comedy for the CBS *Tuesday Night Party*, sponsored by Lever Bros.

PARLEY BAER, formerly on the dramatic staff of KSL, Salt Lake City, has been transferred to the production department, and Ralph W. Hardy from production to continuity and promotion.

BILL ROBBINS, announcer of WLW, Cincinnati, is compiling a list of phonetic pronunciations of the names of operas, composers and artists for the aid of announcers. He plans to put the list in book form.

TERRY MOSS, program director of KWTO-KGBX, Springfield, Mo., is the father of a girl, and Les Kennon, salesman, of a boy born recently.

BOB FERRES, CBS page boy, recently was promoted to the network's Artist Bureau in New York.

BUD VANHAFFTEN, formerly of KADA, Ada, Okla., has joined the announcing and news staff of KOB, Albuquerque, N. M.

ERNEST NEATH, of KPFA, Helena, Mont., recently conducted the choir of St. Paul's Methodist Church in his own composition, an anthem entitled "Hope".

NBC Press Shifts

EARL MULLIN, former Chicago newspaperman who last year joined NBC as a member of the president's office staff, has been transferred to the department of information, recently created by combining the former publicity and international departments into a single department under Vice-President Frank E. Mason. The position of press division manager, left vacant by the resignation of J. Vance Babb, will not be filled, its duties being divided between Wayne Randall, director of publicity, and Edward Curtin, news editor.

Majestic Name Revived

MAJESTIC Radio & Television Corp., new firm recently formed in Chicago, announced May 15 the election of Ross A. Lasley, noted management consultant, as president and director. At the same time it disclosed that arrangements have been completed with DuMont Laboratories, Passaic, N. J., to enter the television field under the latter's patents. The firm has been licensed under RCA and Hazeltine patents to produce a complete line of radio receivers, including video sets.

BRASS BAND met Roy C. Witmer, NBC vice-president in charge of sales, when he arrived in Chicago the other day, all because of a remark the retiring Mr. Witmer once made to S. N. Strotz, manager of NBC-Chicago, that his arrivals were too quiet. On hand for the noisy reception were (l to r) Roy Shields, music director of NBC-Chicago; Jules Herbuveaux, program director of NBC-Chicago; Bernardine Flynn, Sade of *Vic & Sade*; Lenox R. Lohr, NBC president; Mr. Witmer; Sidney N. Strotz, manager of NBC-Chicago, responsible for taking the hint.

Fulton Lewis jr.

(*Continued from page 45*)

improvised his own background music, with no notes to follow. When he entered George Washington University in 1924 to become the fourth generation of legal Lewises in Washington, he found the pennant march of the local baseball team more interesting. By the time the Worlds Series was over his law career also was over and he discarded family tradition to get a job as a cub reporter on the *Washington Herald*.

His first radio contact came in 1927-28 when he was stuck with the dreaded assignment of reading *Herald* news flashes nightly on WMAL. In 1928 he joined the Capitol bureau of Universal Service and was with that news agency until it was dissolved in 1937. Long before that he had been mulling over with his teammate Alice (Mrs. Lewis) the idea of ditching the newspaper business, radio's rapid rise during the '30s having caught his fancy.

His chance came in 1936, and as was the case with all his other opportunities—he created the opportunity himself. Arthur Reilly, *Washington Herald* Globe Trotter, heard nightly on WRC, was due for a vacation, so he offered to fill in free. The idea was agreeable to Reilly, and here was the break Fulton wanted—a chance to try out some radio ideas he had been hatching for months.

Main idea was the introduction of novel features into the middle of the news programs, such as the pickup from a State Department office of cabled code messages describing the dramatic evacuation of Americans from Madrid. The broadcasts were so well handled that Martin Codel, the publisher of BROADCASTING, while on a fishing trip with Manager William B. Dolph of WOL, Mutual's Washington outlet, remarked that here was a comer in radio and suggested he be tried out as a commentator on fishing.

A few weeks later found Fulton Lewis jr., expert fisherman, conducting a popular fishing program on WOL. The program lasted into December. That was that in the Lewis radio career until Oct. 28, 1937, a day of days in his biography. Just as he was cooling his heels in the bosses' office while waiting to resign from International News Service and leave the newspaper business, a phone call came from WOL. It was an invitation to do a local news program. He accepted gleefully, and soon was being fed to the entire Mutual Network.

Born April 30, 1903, in Washington, Fulton has lived all his life there except his college days. Consequently he has no politics, and has no prejudices to stifle. As a commentator he takes seriously his duty of acting as Washington representative for millions of Americans. He tells them in clipped phrases what is happening and what it means. He talks that way all the time—and he is quite a talker. In fact he'd just about as soon talk as fish, for he loves people and loves to exchange ideas with them. His radio style is his own, because he seldom listens to other commentators. In fact, he admits he has never heard Edwin C. Hill, and has heard Lowell Thomas only once.

A lover of home and family, he spends every possible hour with his wife, the former Alice Huston, and two children, Alice Elizabeth, 7, and Fulton III, 3. He is essentially a reporter—a "leg man"—and his newspaper career was studded with famous scoops such as the air mail irregularities in 1931 and the discovery of the operations of Comdr. John S. Farnsworth, later convicted of being a spy. For years he wrote a Washington column, "The Washington Sideshow", syndicated by King Features to some 60 papers.

His hobbies besides angling include music, in which he spent 14 years of study, including piano, voice and composition. His greatest thrill, he says, is to hear a band at a football game play his "Cavalier Song", after which the Virginia U athletic teams are named. He often composes sketches for National Press Club and other newspaper gatherings in Washington. Affiliations include the Sigma Nu fraternity, Cosmos Club, National Press Club, Chevy Chase Club and the exclusive honorary J. Russell Young School of Expression which includes President Roosevelt and 33 other notables.

Ford's billings

FORD BILLINGS, sales manager of WOWO-WGL, Fort Wayne, Ind., wins top honors for the appearance of his name more often than anyone else's in radio trade papers. He hadn't thought much about it until one day his little daughter (who also is inclined toward radio) happened to be reading his copy of BROADCASTING, and piped to her parents: "Mama, you know, Daddy's name is in this book an awful lot of times. But why do they always spell it with a small 'b'"?

CBC Picks Announcers To Cover Regal Journey

THE CBC has appointed 14 commentators under CBC Special Events Chief R. T. Bowman to handle the broadcasts of the Royal Visit May 15-June 15. They are divided into two working groups, who will go leap-frog style across the Dominion to prepare at each city for the broadcasts. While one group reports the arrival at Quebec, the second prepares at Montreal, and so across the Continent and back.

The commentators, recruited from all parts of Canada, are Gerry Wilmot, CBC Montreal studios; J. J. Fernand Leclerc, CBC bilingual announcer from Montreal; William J. O'Reilly, formerly with CKCH, Hull, Que., now with CBC Toronto studios; H. Rooney Pelletier, CBC program director at Montreal, bilingual commentator; John S. Peach, CBR, Vancouver; Edward Briggs, CBC Halifax studios; T. O. Wiklund, assistant CBC special events director, formerly with CKOC, Hamilton, Ont.; Reid Forsee, CBC Toronto studios; Pat Freeman, CFAC, Calgary; Herbert Walker, CBC senior announcer and studio supervisor at Toronto; Robert E. M. Anderson, formerly commercial manager CFQC, Saskatoon, senior announcer CBO, Ottawa; John Kannawin, CBC production chief at Winnipeg; R. T. Bowman, CBC special events director, formerly with BBC.

Royalty Radio Plans

THE major networks have issued additional schedules of broadcasts covering the visit of King George VI and Queen Elizabeth of England after they leave Canada and enter the United States June 7. Bob Trout will cover the Washington broadcasts for CBS; Fulton Lewis jr. and Tony Wakeman for MBS, and Carlton Smith for NBC. Events scheduled for broadcast to date are: June 8, arrival in Washington; June 9, trip to Mount Vernon aboard the *USS Potomac* and visit to Arlington Cemetery; June 10, official visit to New York City and the World's Fair. These are additional broadcast events to those in Canada starting May 15 and listed in the May 1 BROADCASTING.

in the CONTROL ROOM

ROBERT L. COE, chief engineer of KSD, St. Louis, was in New York early in May supervising the first broadcasts of the *St. Louis Post-Dispatch* daily facsimile newspaper at the New York World's Fair. Facsimile transmission and reception facilities have been established, and a regular daily radio edition of the *Post-Dispatch* is demonstrated for Fair patrons.

MORTON WIEBERS, formerly chief engineer of KYOS, Merced, Cal., has joined the Golden Empire Broadcasting Co. as chief engineer of KHSL, Chico, and KVCV, Redding.

LYMAN SWENDSON, engineer of WCCO, Minneapolis, was elected president of Associated Broadcast Technicians at the ABT convention in New York in April.

PAUL BERG, engineer of WJJD, Chicago, on May 13 married Alma Bunge.

BOB FETTERMAN, engineer of WIBG, Glenside, Pa., is to marry Betty White May 31.

NORBERT RICHARD, of the control room staff of WISN, Milwaukee, is the father of a girl born recently.

O. B. HANSON, NBC vice-president and chief engineer, on May 10 lectured on technical problems of television at Columbia University, New York.

ROY CAHOON, CBC special events engineer, has been placed in charge of the new 50 kw. CBK, Watrous, Sask., scheduled to go on the air about July 1.

ROBERT LINGLE, transmitter engineer of WGY, Schenectady, was assigned to operate the 50-watt shortwave transmitter aboard the Union Pacific transcontinental train bearing members of the cast of the Cecil B. DeMille movie, "Union Pacific", on a personal appearance tour.

CHARLES KOCHER, formerly of WJJD, Chicago, has joined the transmitter engineering staff of WMAQ, Chicago, as a vacation relief engineer. James F. Mehren, new to radio, has joined the engineering staff of WENR, Chicago, in a similar capacity.

WILLARD DOAN, formerly of KFPW, Fort Smith, Ark., has joined the transmitter engineering staff of KGKO, Fort Worth, Tex.

GLEN LESH, new to radio, has joined the engineering staff of KGFW, Kearney, Neb.

E. K. COHAN, CBS director of engineering, launches his new 30-foot yacht *Electron* June 1.

JOHN KRIZEK, engineer of WBBM, Chicago, married Dorothy Vasek May 6.

MATTHEW BRACIC, new to radio, has joined the engineering staff of WPIC, Sharon, Pa.

LEONARD T. ROBINSON, KRKD, Los Angeles engineer, on April 9 married Beth McIntyre.

CLAUDE GREY, engineer of WAPI, Birmingham, recently married Sarah Hastings, WAPI home economist.

DON KASSNER, chief of transmitter operations at WMT, Waterloo, Ia., is the father of a boy born recently.

J. G. ROUNTREE, engineer of WBAP, Fort Worth, recently married Miss Jessie Piatt, of Forney, Tex.

CLARENCE HENSON, formerly of KUOA, Siloam Springs, Ark., has joined the engineering staff of WHAS, Louisville.

W. P. GRETHER has been named control room supervisor of WTAR, Norfolk, Va., by J. L. Grether, technical director. Elmo Cronk has joined the engineering staff.

New England Ham Wins Paley Award for 1938

WILSON E. BURGESS, amateur radio operator of Westerly, R. I., has been selected to receive the William S. Paley Amateur Radio Award for 1938 for his heroic performance during last September's New England hurricane. Presentation of the trophy by Mr. Paley, president of CBS, will be made June 6 at a luncheon in the Hotel Pierre, New York, which will be broadcast on CBS.

When all power lines were wrecked, Burgess had rigged a temporary antenna and feeble battery-operated transmitter. For 46 hours he handled all rescue messages to and from Red Cross national headquarters. Burgess is the third recipient of the Paley Award to amateurs.

Gets Maxim Award

OWEN J. DOWD, 21-year-old amateur operator of W2JHB, Brooklyn, has won the 1938 Hiram Percy Maxim Award, according to an announcement of the American Radio Relay League. The award consists of a trophy and $100 cash. Dowd, whose W2JHB holds an ARRL appointment as official relay station, is well known for his volunteer work in helping the "QSL Bureau" at Helmetta, N. J., where thousands of verification cards intended for amateur operators in New York and New Jersey are received weekly from foreign countries in confirmation of two-way amateur communication. Previous award winners were Victor H. Clark, W6KFC, Phoenix, Ariz., in 1936, and Oscar L. Short, W9RSO, Webb City, Mo., in 1937.

IRE Convention Plans

UNDER the chairmanship of F. E. Terman, the San Francisco section of the Institute of Radio Engineers is making preparations for the national IRE convention to be held at the Mark Hopkins, San Francisco, June 27-30. Visits to the Golden Gate Exposition and combined sessions with the American Institute of Electrical Engineers, meeting there at the same time, are planned. Technical sessions will cover such recent ultra-high frequency developments as Leland Stanford's rhumbatron and klystron, velocity modulation and television.

ROBERT BONNEY, of the technical staff of KOB, Albuquerque, and senior at the University of New Mexico, has been awarded a fellowship for graduate study next year in the electrical engineering department of Rensselaer Polytechnic Institute. The award, amounting to $850, covers full tuition and $400 in cash.

THELMA WEITZEL has been named program engineer to handle the new RCA speech input equipment recently installed in the Newport News studios of WTAR, Norfolk.

FRED FISCHER, chief engineer of WOWO, Fort Wayne, Ind., has returned to work after a convalescence from an appendectomy.

BENNETT BLACK, KNX, Hollywood, transmitter engineer, is the father of twin girls born April 20.

NORMAN WEBSTER, chief engineer of KFBK, Sacramento, Cal., is the father of a baby girl, born in late April.

You folks certainly have got a swell climate, that's why I always spend my vacations out here . . . and I owe it all to DON LEE. Why? Because 9 out of every 10 radio homes on the Pacific Coast are within 25 miles of a DON LEE station, which means my advertising message is released *locally* on the entire Pacific Coast and becomes a friendly suggestion from a neighbor. That type of advertising brings immediate action. Furthermore, with their 30 primary stations in the 30 primary markets on the Pacific Coast, DON LEE reaches lots of communities which are practically isolated from any other radio broadcasting due to the uncertainty of long range reception. In the summer for instance, we found long range reception becomes virtually impossible as in the case of Eureka, a $17,000,000 market. Surveys taken there showed 100% exclusive audience for DON LEE during the summer. DON LEE is the only network that can guarantee complete Pacific Coast coverage . . . All this means more sales, and more money, so that I can spend nice long vacations out here lying on my back in the sun enjoying your wonderful climate and your marvelous scenery . . . Yessir, I owe it all to DON LEE.

1076 W. 7th St., Los Angeles, Calif. Thomas S. Lee, Pres.; Lewis Allen Weiss, Vice-Pres. & Gen. Mgr. Affiliated with Mutual . . . Represented by Blair

DON LEE BROADCASTING SYSTEM

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOR, Newark

Chicago National League Ball Club, Chicago, weekly *sp* thru Neisser-Meyerhoff, Chicago.
Refrigeration & Air Conditioning Training Corp., Youngstown, weekly *sp*, thru National Classified Adv. Agency, Youngstown.
New York Post, New York (newspaper), weekly *sp* thru Amos Parrish & Co., N. Y.
Refrigeration & Air Conditioning Institute, Chicago, weekly *t*, thru James R. Lunke & Associates, Chicago.
Mennen Co., Newark (shaving cream), 3 *sp* weekly thru H. M. Kiesewetter Adv. Agency, N. Y.
Television Training Corp., New York, weekly *sp* thru Huber Hoge & Sons, N. Y.
Greenwich Savings Bank, New York, 6 *sp* weekly thru Metropolitan Adv. Co., N. Y.

KSFO, San Francisco

Manhattan Soap Co., New York (Sweetheart Soap) 3 *sp* weekly, thru Franklin Bruck Adv. Co., N. Y.
Dr. Ross Dog & Cat Food, Los Angeles, 3 *sa* weekly, thru Howard Ray, Los Angeles.
American Tobacco Co., New York (Roi Tan) 7 *sa* weekly, thru Lord & Thomas, N. Y.
Chrysler Motor Corp., Detroit (Chrysler cars), 7 *sa* weekly, thru J. Sterling Getchell, Detroit.
Edwards Coffee Co., San Francisco (coffee), 14 *sa* weekly, thru McCann-Erickson, San Francisco.

WMCA, New York

Hennafoam Corp., New York (chemists), 5 *sp* weekly, 52 weeks thru Dillon & Demarest, N. Y.
Executives League of America, New York (tax reduction), 10 *sa* weekly 13 weeks thru Warwick & Legler, N. Y.
Policy Holders Aid and Adjustment Bureau, New York, 16 *sp* weekly, 52 weeks direct.
Air Conditioning Training Corp., Youngstown, 24 *sp* weekly, thru Weill & Wilkins, N. Y.
Vita Food Products, New York, daily *sa*, 52 weeks thru Moser & Cotins, N. Y.

KHJ, Los Angeles

McClintock-Stern Co., Los Angeles (bird seed), 30 *ta*, thru Emil Brisacher & Staff, Los Angeles.
Turco Products, Los Angeles (cleaning fluid), 13 *sp*, thru Darwin H. Clark Adv., Los Angeles.
Olds Motor Works, Lansing, Mich., (motor cars), 3 *sa* weekly, thru D. P. Brother & Co., Detroit.

WTMJ, Milwaukee

National Dairy Products, New York (Sealtest), 5 *t* weekly, thru McKee & Albright, N. Y.
Washington State Apples, Seattle, 20 *sa*, thru J. Walter Thompson Co., San Francisco.

KJBS, San Francisco

Cambria Pines, Los Angeles (real estate), 5 *sp* weekly, direct.
Benjamin Franklin Life Assurance Co., San Francisco (life insurance) 2 weekly *t*, thru Les Mallory Adv., San Francisco.

WBT, Charlotte, N. C.

Skinner Mfg. Co., Omaha (Raisin-Bran), 3 *ta* weekly, thru Ferry-Hanly Co., Kansas City.
American Snuff Co., Kansas City, 3 *sp* weekly, 52 weeks, thru Simon & Gwynn, Memphis.
Lily Mills Co., Shelby, N. C., 3 *sa* weekly, thru Bennett Adv., High Point, N. C.
Perfection Stove Co., Cleveland, 7 *sa* weekly, thru McCann-Erickson, Cleveland.
Bona Allen Inc., Buford, Ga. (shoes), 3 *sa* weekly, 52 weeks, thru Groves-Keen, Atlanta.

WLS, Chicago

Hemphill Diesel Schools, Chicago, 5 *sp* weekly, thru Critchfield & Co., Chicago.
Hamlins Wizard Oil Co., Chicago, 5 *sa* weekly, direct.
Skrudland Photo Service, Chicago, daily *sa*, thru Newby, Peron & Flitcraft, Chicago.
Cleveland Cleaner & Paste Co., Cleveland, O., daily *sa*, thru Campbell-Sanford Adv. Co., Cleveland.

KFDM, Beaumont, Tex.

White Labs., New York (Feenamint), 52 *sa*, thru Wm. Esty & Co., N. Y.
International Harvester Co., Chicago, 26 *sa*, thru Aubrey, Moore & Wallace, Chicago.
Humble Oil & Refining Co., Houston, 126 *sa*, thru Franke-Wilkinson-Schiwetz, Houston.
Bewley Mills, Fort Worth, 100 *sp*, thru Cy Leland Inc., Fort Worth.

WOAI, San Antonio

CSO Labs, Dallas, 3 *sa* weekly, thru Ratcliffe Adv., Dallas.
Webster-Eisenlohr, New York (Tom Moore cigars), 2 *sp* weekly, thru N. W. Ayer & Son, Philadelphia.
Stanco Inc., New York (Flit), 13 *sa*, thru McCann-Erickson, N. Y.
American Tobacco Co., New York (Roi-Tan), 10 *ta* weekly, thru Lord & Thomas, N. Y.

KTSA, San Antonio

Seidlitz Paint & Varnish Co., Kansas City, weekly *sa*, 52 weeks, thru Barrons Adv. Co., Kansas City.
Park & Tilford, New York (Tintex dyes), 3 *sa* weekly, thru Chas. M. Storm Co., N. Y.
Bewley Mills, Fort Worth, 101 *sp*, thru Cy Leland Inc., Fort Worth.

KYA, San Francisco

Master Lock Co., Milwaukee, *sa* series, thru Scott-Telander Adv. Agency, Milwaukee.

WTAM, Cleveland

Duquesne Brewing Co., Pittsburgh, 6 *sp* weekly, thru Walker & Downing, Pittsburgh.

KPO, San Francisco

Lyons Van & Storage Co., Los Angeles (moving and storage) 4 *ta* weekly, thru Chas. H. Mayne Co., Los Angeles.
Zonite Products Corp., New York (Forhan's toothpaste), 2 *sa* weekly, thru Cowen & Dengler, N. Y.
Rough Rider Mfg. Co., Napa, Cal. (slacks and cords), weekly *sp*, thru Emil Brisacher & Staff, San Francisco.
Procter & Gamble, Cincinnati (Dreft), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Procter & Gamble, Cincinnati (Oxydol), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
North American Accident Insurance Co., Newark, 2 *sp* weekly, thru Franklin Bruck Adv. Agency, N. Y.

WGAR, Cleveland

Visco Chemical Products Co., Cincinnati (furniture polish), 3 *sa* weekly, thru Key Adv. Co., Cincinnati.
Land O'Lakes Creameries, Minneapolis (butter), 4 *sa* weekly, thru Campbell-Mithun, Minneapolis.
Radio Electronic Television School, Detroit, weekly *sp*, thru Rickerd, Mulberger & Hicks, Detroit.
Practical Diesel Training Co., Detroit, weekly *sp*, thru Rickerd, Mulberger & Hicks, Detroit.

WHO, Des Moines

General Foods Corp., New York (Huskies), 5 *t* weekly, thru Benton & Bowles, N. Y.
Park & Tilford, New York (Tintex), 3 *sa* weekly, thru Charles M. Storm Co., N. Y.
C-E-Z-R Co., Omaha (proprietary), 2 *sa* weekly, direct.
Maryland Baking Co., Baltimore (cones), 3 *t* weekly, thru Austin & Spector, N. Y.

KFRU, Columbia, Mo.

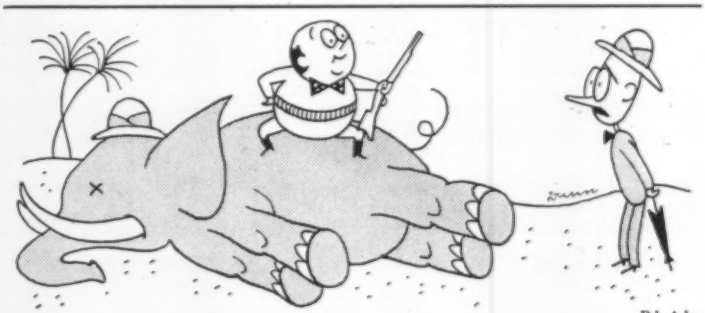
International Harvester Co., Chicago, 6 *sp* weekly, thru Aubrey, Moore & Wallace, Chicago.
Skrudland Photo Service, Chicago, 7 *t* weekly, thru Newby, Peron & Flitcraft, Chicago.
Dr. Pepper Bottling Co., Columbia, weekly *t*, thru Tracy-Locke-Dawson, Dallas.

KSL, Salt Lake City

Dodge Motor Co., Detroit, *sa* and *t* series, thru Ruthrauff & Ryan, N. Y.
Chrysler Corp., Detroit, *sa* series, thru J. Stirling Getchell, N. Y.
California Fruit Growers Exchange, Los Angeles, *sa* campaign, thru Lord & Thomas, Los Angeles.

KGO, San Francisco

Zonite Products Corp., New York (Forhan's Tooth Paste) 2 *sa* weekly, thru Cowan & Dengler Inc., New York.



Pd. Adv.

"Big game is old stuff with me—I'm on WRC in Washington".

CFCF, Montreal

Kik Co. of Canada, Montreal (soft drink), daily *sa*, thru General Broadcasting Co., Montreal.
Tavannes Watch Co., Montreal, daily *sa*, direct.
British American Oil Co., Montreal, *sp* daily, thru J. Walter Thompson Co., Montreal.
Onyx Oil & Chemical Co., Montreal, 13 *t*, direct.
Mount Royal Dairies, Montreal, 13 *sp*, thru J. E. Huot Adv. Co., Montreal.
C. E. Fulford Co., Toronto (medicinal), 260 *sa*, thru Metropolitan Broadcasting Service, Toronto.
Ostrex Co., New York, daily *sa*, thru Steuerman Adv., N. Y.
Wm. Wrigley Co. of Canada Ltd., Toronto, *sp* weekly, thru Tandy Advertising Co., Toronto.

WHN, New York

Lehn & Fink Products Corp., New York (Hinds Honey & Almond Cream), daily *sa*, 8 weeks, thru Wm. Esty & Co., N. Y.
Silver Pine Mfg. Co., New York (hair tonic), *sa* series, 13 weeks thru Dundes & Frank, N. Y.
Long Island Storage Warehouse Co., Brooklyn, 5 *sp* weekly, 13 weeks thru Hudson Adv. Co., N. Y.
Television Training Corp., New York, weekly *sp*, 52 weeks thru Huber Hoge & Son, N. Y.
Dodge Brothers, division Chrysler Corp., Detroit, daily *sa*, 2 weeks thru Ruthrauff & Ryan, N. Y.

KNX, Hollywood

Chicago Engineering Works, Chicago (school), weekly *sp*, thru James R. Lunke & Associates, Chicago.
Mutual Citrus Products Co., Anaheim, Cal. (pectin), 3 *sa* weekly, thru Charles H. Mayne Co., Los Angeles.
Park & Tilford Co., New York (Tintex dyes), 13 *sa*, thru Chas. M. Storm Co., N. Y.
Procter & Gamble Co., Cincinnati (Dreft), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Procter & Gamble Co., Cincinnati (Oxydol), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Nu-Enamel Pacific Corp., Los Angeles (paints), 6 *sp* weekly, thru Advertising Arts Agency, Los Angeles.

KWOS, Jefferson City, Mo.

Hyde Park Breweries, St. Louis (beer), 22 *sp* weekly, thru Ruthrauff & Ryan, N. Y.
B. F. Goodrich Co., Akron (tires), 7 *sp* weekly, thru Ruthrauff & Ryan, N. Y.
Griesedieck Bros. Brewing Co., St. Louis, 6 *sp* weekly, thru Anfenger Co., St. Louis.
Beatrice Creamery Co., Des Moines (ice cream), 1 *sp* weekly, thru Lord & Thomas, Chicago.

WDAY, Fargo, N. D.

Hall Hardware Co., Minneapolis, *sa* series, thru Campbell-Mithun, Minneapolis.
Tegge-Jackman Cigar Co., Detroit (Banner cigars), *sa* series, thru MacManus, John & Adams, Detroit.
Industrial Training Corp., Chicago, *t* series, thru James R. Lunke Associates, Chicago.
Nash Coffee Co., Minneapolis, *sa* series, thru Erwin Wasey & Co., Minneapolis.

KSO-KRNT, Des Moines

Continental Baking Co., New York, 52 *sa*, thru Benton & Bowles, N. Y.
Iowa Chiropractors Assn., Des Moines, weekly *sp*, direct.
Des Moines Packing Co., 6 *sp* weekly, thru R. J. Potts & Co., Kansas City.

WNAX, Yankton, S. D.

Griffin Mfg. Co., Brooklyn (shoe polish), 6 *t* weekly, thru Bermingham, Castleman & Pierce, N. Y.
Allis-Chalmers Mfg. Co., Milwaukee (tractors), 6 *sp* weekly, thru Bert S. Gittins, Milwaukee.

Radio Advertisers

MENNEN Co., New York, on May 8 started sponsorship of Mark Hawley's 8-8:15 a. m. Transradio news reports, Mondays, Wednesdays and Fridays, on WOR, Newark. Bathasweet Corp. has sponsored the program on these days for the last three years. H. M. Kiesewetter Adv. Agency, N. Y., handles both accounts.

BOWLES LUNCH Ltd., Toronto (chain) is sponsoring all games of the Toronto Maple Leaf Baseball Club, International League team, on CKCL, Toronto, with Al Leary, CKCL manager, as sportcaster.

NATIONAL DRUG & CHEMICAL Co. of Canada, Toronto, has taken the third quarter-hour of CKCL, Toronto, daily morning radio newspaper, through A. McKim Ltd., Toronto.

MRS. BAIRD'S BREAD Co., Dallas, on May 1 started 26-week sponsorship of five quarter-hour *Listener's Club* transcriptions weekly on WFAA, Dallas, thru Tracy-Locke-Dawson, Dallas.

COCA-COLA BOTTLERS of North Texas recently renewed for one year *Singin' Sam* transcriptions on WFAA, Dallas, five quarter-hours weekly, through Crook Adv. Agency, Dallas.

THE "Awful Fresh" MacFarlane Candy Stores, operating seven stores in the San Francisco bay area recently launched a 13-week test campaign on six stations in San Francisco and Berkeley. Botsford, Constantine & Gardner has the account.

STUDEBAKER Sales Co. of Chicago has started six-weekly quarter-hour newscasts featuring Jimmie Dudley on WCFL, Chicago, 6-6:15 p. m. Schwimmer & Scott, Chicago, is agency.

AIR CONDITIONING & Training Corp., Youngstown, O., has added CKLW, Windsor-Detroit, to the 12 stations [BROADCASTING, May 1], carrying its news programs. The CKLW series featuring Val Claire will be heard daily 5:45-6 p. m. Weil & Wilkins, New York, handles the account.

CLUETT, PEABODY Co., New York, currently sponsoring shopping talks six times weekly on WCAU, Philadelphia, WGN, Chicago, and KNX, Los Angeles, on May 1 started a similar program for Sanforized-Shrunk shirts on WXYZ, Detroit, 9-9:15 a. m. Agency is Young & Rubicam, New York.

STANBACK Co., Salisbury, N. C., is sponsoring a half-hour music-quiz program six times weekly on WMPS, Memphis; the half-hour musical *Jam for Supper* six-weekly on WCPO, Cincinnati, and 12 spot announcements weekly on WNOX, Knoxville. J. Carson Brantley Adv. Agency, Salisbury, handles the account.

C. C. AGATE, former assistant advertising manager of Jacob Ruppert Brewery, New York, on May 1 was named advertising manager of Piel Bros. Brewery, Brooklyn.

BROWN & WILLIAMSON Tobacco Corp. recently moved three network shows from Cincinnati to Chicago and on hand for the event were (l to r) Tom Wallace, vice-president of Russell M. Seeds Co., advertising agency handling the account; Freeman Keyes, president of the Seeds agency, and Sidney Strotz, manager of NBC-Chicago. The half-hour shows include *Uncle Walter's Dog House*, Tuesday evenings on NBC-Red network; *Plantation Party*, Friday evenings on NBC-Blue, and *Avalon Time*, Saturday evenings on NBC-Red.

FORD DEALERS ASSN. of Omaha, Neb., has started a varying schedule of announcements, newscasts and 15-minute programs for 13 weeks on WOW, Omaha; KFOR, Lincoln; KMMJ, Grand Island; KGNF, N. Platte; KMA, Shenandoah; KOBH, Rapid City. N. W. Ayer & Son, Chicago, handles the account.

LYON VAN & STORAGE Co., Los Angeles (Pacific Coast chain), a consistent user of radio time, thru Charles H. Mayne Co., that city, on May 1 started a new schedule of live and transcribed announcements using an average of six weekly on KNX KFI KFOX KIEV KFSD KTMS KPO KMJ.

INSKEEP PRODUCTS Co., Huntington Park, Cal. (ice cream mix), sponsoring participation six times weekly in *Sunrise Salute* and *Housewives Protective League* on KNX, Hollywood, on May 15 started using in addition daily spot announcements on KGB, San Diego, extending its Southern California campaign. Agency is Culbreth Sudler Co., Los Angeles.

J. A. FOLGER & Co., San Francisco (coffee) sponsoring the five-minute *Today's Best Buys* on 19 stations nationally from three to five times weekly, will discontinue the series for the summer, after broadcast of May 26. Firm will continue its Saturday quarter-hour *Tonight's Best Buy* on KNX, Hollywood, and resume the five-minute periods on that same list of stations in fall. Agency is Raymond R. Morgan Co., Hollywood.

BENRUS WATCH Co., New York, on May 1 added WISN, Milwaukee, to the group of stations broadcasting daily time signals, and on June 1 will add WRVA, Richmond. Brown & Tarcher, New York, handles the account.

PLANT GROWERS GUILD of New York City sponsored a spring campaign during the week May 8-13 of one to three participating announcements on WMCA, WOR and WHN, New York. Moore & Hamm, New York, handles the account.

CHR. HANSEN Canadian Laboratories, Toronto (Junket), on May 15 started its annual summer snapshot contest, using various spots, averaging three weekly, on 22 Canadian stations. A. McKim, Ltd., Toronto, placed the account.

EMPIRE WALL PAPERS Ltd., Toronto, has started a campaign of 13 local shows on CFCF, Montreal; CFRB, Toronto; CKCL, Toronto; CKCR, Kitchener, Ont.; CKY, Winnipeg; CKCK, Regina, Sask. A. McKim Ltd., Toronto, handles the account.

NATIONAL DRUG & CHEMICAL Co. Ltd. Montreal (medicinals), has started a campaign on a Canada-wide list of stations. A. McKim Ltd., Montreal, placed the account.

COLGATE-PALMOLIVE-PEET Co. Ltd., Toronto, has started a twice-daily, three times weekly spot announcement campaign for Palmolive soap on 12 Canadian stations. Lord & Thomas of Canada Ltd., Toronto, placed the account.

W. E. BOOTH Co. Ltd. Toronto, distributors of Selochrome film, on May 5 started a twice-weekly spot announcement campaign on stations in Canada's four principal cities. Lord & Thomas of Canada Ltd., Toronto, handled the account.

LAMBERT PHARMACAL Co., St. Louis & Toronto (Listerine), thru Lambert & Feasley, New York, is sponsoring the half-hour transcribed *Charlie Chan* series on a group of Canadian stations in a campaign which started in April. Series, produced by Irving Fogel & Associates, Hollywood, is tied-in with the newspaper cartoon of the same title.

HUDSON RIVER DAYLINE, New York, on May 15 starts its annual 13-week campaign to promote its service, using three spot announcements daily on WHN and WNEW, New York. Platt-Forbes, New York, handles the account.

HORLICK'S Malted Milk Corp., Racine, Wis., on June 5 starts sponsorship of *The Lone Ranger* on WGN, Chicago, thrice-weekly for 52 weeks. Roche, Williams & Cunnyngham, Chicago, handles the account.

America's 4th Market

KEHE

780 Kc

Is GOOD Insurance in Los Angeles

Buy Us TOO and INSURE Your RESULTS!

MINIMUM EXTRA COST MAXIMUM EXTRA RESULTS

WHOM

JOSEPH LANG, *Manager*

New York City's people are one-third foreign born, one-third children of foreign born parents. WHOM is essential to coverage of the New York Market!

Full-time foreign language programs in New York area.

Italian *German* *Polish* *Yiddish*

5,000,000 POTENTIAL AUDIENCE

"PAUSE for Station Announcement"

Here's a story about . . . .

A Most Popular Station In a Most Prosperous Region

"Ladies and gentlemen of the Broadcasting audience, we pause briefly in this semi-monthly survey of the radio world to give you a brief description of WBIG's audience in 200,000 radio homes in thirty-six counties of North Carolina and Virginia.

Station WBIG centers one of the richest and most prosperous areas in the New South. Here, 73% of the industries, 93% of the industrial capital of the state contribute to the income and buying power of the outstanding market. When you think of Chesterfield, Camel, Lucky Strike, Vicks — to name just a few—think of Greensboro and WBIG.

Plot these indices on your 1939 sales plans:
272,300 families
15,597 new car sales
$227,867,000 Retail Sales
$407,816,000 effective buying income

WBIG serves over 200,000 radio homes, with a program policy keenly attuned to community service. 175 national and local advertisers have proved the effectiveness of WBIG merchandising service, first aid to profitable selling, the follow-through which keeps dealers sold, merchandise moving. Write for details—market, service, current trends in business and buying.

Let us tell you some "success stories."

Write for COLD FACTS about

WBIG

We return you now to the editorial pages of Broadcasting for the latest news of radio for radio people.

Edney Ridge, speaking . . ."

CBS

ALWAYS A GOOD SHOW!

WBIG GREENSBORO NORTH CAROLINA

EDNEY RIDGE
DIRECTOR
George P. Hollingbery Co. *Nat'l Reps.*

Farmers From

Five States Are

Fans of KMBC's Early Morning

Farm Program, broadcast

Five-thirty to six-

Forty-five each week-day morning;

Far and away, Kansas City's

Finest daytime radio show!

★

Free & Peters can show you

Facts in a new mail map

Full of Fresh Figures—

Fairly bursting with

Fertile Sales Possibilities

For Alert Advertisers!

★

F'r gosh sakes,

Fone them today!

★

KMBC

OF KANSAS CITY

THE PROGRAM BUILDING AND TESTING STATION

SEAL-TITE PRODUCTS Co., Los Angeles (paint cleanser), which recently appointed Culbreth Sudler Co., that city, to direct its advertising, on May 8 started a 13-week southern California campaign, using participation six times weekly in the combined Sunrise Salute and Housewives Protective League programs on KNX, Hollywood. Other Pacific Coast radio is also being planned.

LOOK Inc., Des Moines, Ia. (magazine), on May 9 started *Your Morning News* on WGN, Chicago, Tuesday, Thursday, Saturday, 8-8:15 a. m. Fairall & Co., Des Moines, handles the account.

BOSCO Co., New York (milk amplifiers), on May 15 was to start *Your Morning News* on WGN, Chicago, Monday, Wednesday, Friday, 8-8:15 a. m. Kenyon & Eckhardt Inc., N. Y., handles the account.

GALVESTON-HOUSTON Breweries, which last year sponsored baseball score announcements on KFRO, Longview, Texas, has resumed the broadcasts for the 1939 season.

LOOSE-WILES BISCUIT Co., Long Island City, N. Y., is sponsoring *Gospel Singers*, 12:30-12:45 p. m., Mon. through Sat., on KYW, Philadelphia. Agency is Newell-Emmett Co., N. Y.

BORDEN Co., New York (milk products), on May 8 started *Painted Dreams*, five-weekly morning quarter-hour dramatic serial on WGN, Chicago, for 52 weeks. The serial program is in its eighth year on WGN, but this is the first time for Borden. Young & Rubicam, New York, handles the account.

BROWN & WILLIAMSON Co., Louisville (Bugler smoking tobacco), has started twice-weekly quarter-hour transcriptions titled *Tylight Parade* on WWL, New Orleans, and WGY, Schenectady. Russell M. Seeds, Chicago, handles the account.

FINCH FACSIMILE SYSTEM

PATENTED & PAT'S PEND'G.

LEADS THE WAY

FIRST to open the NEW field in "Home" Facsimile broadcasting.

FIRST SYSTEM placed in actual operation by the MAJORITY of MAJOR facsimile broadcasting stations.

FIRST to PERFECT automatic, fully visible, continuous feed "HOME" recorders, requiring neither liquids nor carbon transfer sheets.

FIRST to develop an automatic selective syncronizing method which permits "HOME" facsimile recording in all AC or DC power areas.

FIRST to open the NEW field in facsimile broadcasting for AIRCRAFT, POLICE, and other mobile services. Demonstration by appointment. Call Circle 6-8080.

FINCH TELECOMMUNICATIONS LABORATORIES, INC.
1819 Broadway, New York City

TRANSCRIPTIONS

HAVING foreclosed on a chattel mortgage, retrieving all shows of the defunct Atlas Radio Corp., Lou R. Winston has re-entered the transcribed radio production business under firm name of his former organization, Radio Producers of Hollywood, with offices and studios at 930 No. Western Ave., Hollywood. Shows retrieved were produced by Winston and sold to Atlas. Firm has started production of 21 new serials.

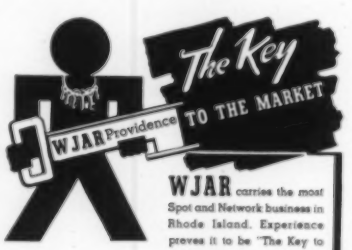
IRVING FOGEL, head of Irving Fogel & Associates Inc., Hollywood production unit, was to go to Washington, D. C., in mid-May for conferences with government officials on the transcription series, *The United States Government Reports*.

STANDARD RADIO Inc. announces the following new subscribers to its library service: WOAI, San Antonio; KSAL, Salina, Kan.; WCOA, Pensacola, Fla.; WJEJ, Hagerstown, Md.; WTHT, Hartford, Conn.; Teleprograms Inc., Washington, D. C.

RADIO CENTRE Ltd., has succeeded Grow & Pitcher Broadcasting Agencies, with offices in Calgary and Toronto, according to D. S. Grow. The new organization has purchased the Canadian transcription library of the old company and has acquired the facilities of True Tone Recording Co., of Toronto. Added to the staff at Toronto are George Wright, formerly manager of CRCV, Vancouver, who becomes a director of Radio Centre; Austin Keaho, formerly with the Bell Telephone Co.; Jim Potts, formerly in newspaper advertising; and Jack Ball of Associated Broadcasting Co., Toronto.

RADIO ATTRACTIONS Inc., New York, in its first quarterly business report, indicated more than 75 stations will be carrying its *Shadow of Fu Manchu* transcribed series by early fall. Among the national, regional and local advertisers sponsoring the series are the *Des Moines Register & Tribune*, Axton Fisher Tobacco Co. for Twenty Grand cigarettes, Larus Bros. Tobacco Co. for Domino cigarettes, and Crown Drug Co., Kansas City drug chain. It is expected a West Coast sales office, in addition to the present New York and Chicago offices, will be added by September. Columbia Pictures also has announced it will start production of a screen serial based on the Sax Rohmer character, and *Collier's Magazine* currently is carrying a *Fu Manchu* fiction serial.

STANDARD RADIO on May 1 moved its Chicago studios and offices to 360 N. Michigan Ave. Milton M. Blink is the Chicago executive.



WJAR carries the most Spot and Network business in Rhode Island. Experience proves it to be "The Key to the Market". Just as WJAR is, so are our other Stations "Keys" to RESULTS THAT COUNT

WEED AND COMPANY

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

Radio Station Representatives

Millerfilm Obtains Grombach Plants

THE ENTIRE plant and equipment of Jean V. Grombach Inc. and the recording facilities of its associated Advertisers Recording Service Inc. have been purchased by Miller Broadcasting System Inc., formed last year to exploit film recording, according to an announcement May 9 by David D. Chrisman, commercial manager of the Miller firm.

Miller Broadcasting System has already occupied the studios and offices of the Grombach firms in Steinway Hall, 113 W. 57th St., New York, and has absorbed some of the personnel and executive staff of the former companies. It was announced that Advertisers Recording Service will continue to function as a separate unit for recording programs on wax or acetate.

James A. Miller, the developer of the Millerfilm system of transcribing, has been elected president of Advertisers Recording Service; George R. Smith, treasurer, and D. L. Provost, commercial manager. Mr. Miller continues as president of Miller Broadcasting System, the other officers being C. M. Finney, vice-president and treasurer; E. B. McCutcheon, Secretary; David D. Christman, commercial manager; A. H. Diebold, Lincoln Epworth, E. R. Hummert, Hunter S. Marston, George R. Smith, Jacques Vinmont and Messrs. Miller and Finney, directors.

Bill to Ban Recordings On Radio Draws Protest

A BRIEF assailing the bill proposed by Senator Perry to prevent unauthorized recording of radio broadcasts, which recently passed in the New York Senate, was filed May 8 with the rules committee of the State Assembly by Henry Portnow, counsel for Audio-Scriptions, New York, recording firm offering a transcribed library service. Audio-Scriptions recently sent out a letter of protest to all members of the Legislature, claiming that the bill is "an attempt to restrict the freedom of the air."

The brief sets forth that stations which actually do the "unauthorized re-broadcasting" are to blame rather than the persons who make the recordings; that the making of recordings is a legitimate business of valued service to the public; that the proposed bill will create a monopoly at the expense of the public; and that "the bill in its present form is so loosely drawn, so broad, general and vague and so sweeping in scope, that it is unworkable, impracticable and defeats its very purpose."

Antrol Eyes East

ANTROL LABORATORIES, Inc., Los Angeles (insecticides) seasonal users of radio, in a brief campaign which started May 2 is using six-weekly minutes dramatized transcribed announcements on KPO, San Francisco and KGB, San Diego, and three a week on KFI, Los Angeles. Firm is planning an extensive campaign in selected eastern centers, during June, July and August, using participation programs. List of stations is now being made up. Agency is J. Walter Thompson Co., Hollywood.

Local Bodies Are Urged To Aid Fair Trade Work Of Federal Government

STATING that control of advertising, as it pertains to products for home use, constitutes a serious public health problem, Dr. K. E. Miller, medical adviser of the Federal Trade Commission, called upon State and local health officers to cooperate in helping curb false and misleading advertising of proprietary and other products in speeches delivered recently at health conferences in Washington and Memphis.

Speaking at the Conference of State and Territorial Health Officers in Washington April 24 and the 24th Annual Conference of the Association of Food, Feed, Drug & Health Officials of the South Central States at Memphis April 28, Dr. Miller told his audiences the local officers could be of great service to the FTC in speeding up the exercise of its increased powers under the Wheeler-Lea amendments through their local efforts.

Most advertising media—especially radio and magazines—go beyond the bounds of any one State health officer's jurisdiction, he commented, but these officers may play an increasingly important part in the regulation of advertising with the development of State legislation paralleling the controls granted in the amended Federal Trade Act. Summing up his recommendations, Dr. Miller suggested that State legislatures enact accessory laws to control the intrastate traffic outside Federal jurisdiction; establish and maintain food and drug laboratories for analyses of sample products; develop fuller cooperation of local officers in recommending and securing local assistance and expert testimony in hearings called by the FTC, and carry out publicity measures to educate the consuming public.

WMCA Named in Suit

SUIT charging libel and asking for $550,000 damages was filed in Supreme Court on May 3 by the Metropolitan Life Insurance Co., New York, against the Knickerbocker Broadcasting Co., which operates WMCA, New York. The suit charges that defamatory statements about the insurance company were made by Donald Besdine broadcasting commercially for the Policy Holders' Aid and Adjustment Bureau, New York, on 22 separate programs on WMCA.

THE PARTY LINE
Batteries Go Dead, So Farm Folk Use Phones

KGNF, North Platte, Neb., has a large farm audience, a good share of which does its listening on battery-operated sets. When an epidemic of run-down batteries swept through the KGNF community recently, farm wives were frantic at the prospect of no serials, no music, and worst of all, no "swaps" —the "swap" program being one of the station's most popular features.

With about ten radio homes reporting dead batteries, one woman finally popped the idea of using the country telephone lines to get the programs. A home was found on the line with a radio in good working order. The volume was turned up, the telephone receiver taken from the hook, and the program "rebroadcast" for the edification of neighbors who wanted to sit at their phones.

WKZO Rehearing Asked

A MOTION for rehearing in the litigation involving the quest of WKZO, Kalamazoo, for fulltime operation on 590 kc., was filed with the U. S. Court of Appeals for the District of Columbia May 2 by WOW, Omaha, in an action which may prolong the litigation which already has run five years [BROADCASTING, May 1].The Omaha station, through its counsel, Paul M. Segal, George S. Smith and Harry P. Warner, contended that the court in its opinion sustaining the Commission's decision granting WKZO full time did not give effect to the undisputed facts and held that the FCC grant was made without any adequate or legal hearing and that the hearing which had been accorded WOW was "unfair and deceptive."

SUIT filed by Beth Brown, authoress, against NBC, Bristol-Myers Co., Crosley Radio Corp., and Pedlar & Ryan for an injunction to restrain the broadcasting of the program *For Men Only*, advertising Vitalis, has been set for trial on June 6 by New York Supreme Court Justice Bernard L. Shientag. Plaintiff claims she wrote a novel of the same title as the program in 1930.

SINCE the general advent of Daylight Saving Time on April 30 [BROADCASTING, April 15, May 1], Binghamton, N. Y., and Syracuse, N. Y., have started using this time after it was approved by public vote.

NAT'L ADVERTISERS MOVE IN!
50% MORE USE WNEW IN 1938

WNEW
NEW YORK

Better than 50% more national advertisers used WNEW in 1938 than in 1937.

THERE IS A REASON: By all independent surveys* WNEW ranks first in number of listeners of any New York non-network station.

*on request

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
5000 WATTS BY DAY—1000 WATTS BY NIGHT
1250 KILOCYCLES

KSFOCUS

WHAT? ANOTHER MAIL PICTURE? And how! A little contest to name what is now "The Yawn Patrol," early a.m. participator, surprised even our promotion department... and gave Free & Peters more amazing facts on KSFO coverage.

THERE IS SICH A ANIMAL! Lum 'n' Abner, despite their ownership of an "on-the-air" kangaroo, never got close to one in real life till they visited Treasure Island. P.S.—if you'd like to meet real-life profits, try San Francisco, Treasure Island... and KSFO.

MORE THAN FAIR FACILITIES... for broadcasts from the San Francisco World's Fair. Available to KSFO-CBS sponsors, this studio seats 1,000; others accommodate from 100 to 3,500. Fair facilities? Heck, they're wonderful!

KSFO

"THE AUDIENCE STATION" ● SAN FRANCISCO
KSFO, Palace Hotel, San Francisco - 560 KC, 5000W day, 1000W night
PHILIP G. LASKY, General Manager
National Representative: FREE & PETERS, Incorporated
COLUMBIA BROADCASTING SYSTEM

Pacific Ad Session

PACIFIC Advertising Clubs Assn. will hold its 36th annual meeting in Oakland, Cal., June 25-29, with Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, as chairman of the radio departmental. More than 1,000 guests and delegates are expected at the convention, including many radio representatives. Entertainment plans include visits to the Golden Gate Exposition.

DANIEL S. TUTHILL, assistant managing director of NBC Artists' Service, has been named chairman of the entertainment committee for the 35th annual convention of the Advertising Federation of America, to be held June 18-22 at the Waldorf-Astoria Hotel, New York.

Year 'Round Response
NBC BASIC RED NETWORK
WEED and COMPANY
National Representatives

Reps

GILBERT WELLINGTON, with offices in the American Bank Bldg., Seattle, has been appointed special representative of the new KFAR, Fairbanks, Alaska, 1,000 watts on 610 kc., construction of which starts about June 1. Capt. A. E. Lathrop, Alaskan industrialist, and his secretary, Miriam Dickey, sail for Alaska May 17 after spending several months in Western cities making arrangements.

FORJOE & Co., New York, station representatives, has moved to larger offices in the same building, 19 W. 44th St. New telephone number is Vanderbilt 6-3816.

ALL-CANADA Radio Facilities, Toronto, has announced its appointment as representative of VONF, St. Johns, Newfoundland, which recently installed a 12,500 watt transmitter under the Broadcasting Corp. of Newfoundland.

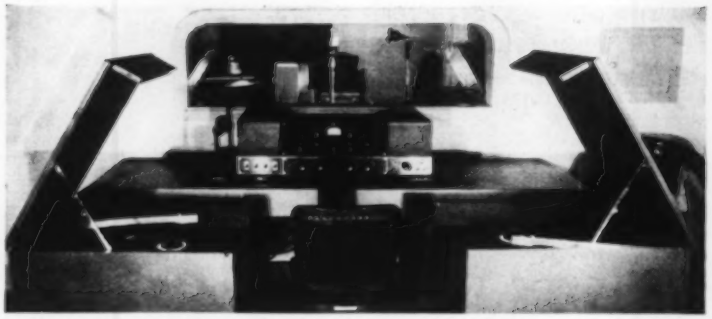
WGTM, Wilson, N. C., has appointed Cox & Tanz to represent the station nationally.

GEORGE P. HOLLINGBERY Co. has moved its Chicago office to new and larger quarters at 307 N. Michigan; phone, State 2898.

J. FRANK JOHNS, of the Chicago office of Howard H. Wilson Co., national representatives, married Miss Inez Reed May 6.

WYTHE WALKER & Co., Chicago representative firm, has moved to 360 N. Michigan Ave.; phone, State 5037.

CFOS, under construction at Owen Sound, Ont., will be on the air late this summer, according to owner Howard Fleming.



WHAT a client sees from the audition room of N. W. Ayer & Son's new radio studios in New York includes this eight-position mixer, two turntables and both types of standard microphones, which equipment enables the Ayer staff to simulate every kind of pickup condition, including those of all three national networks. A portion of the main studio is glimpsed through the monitor's window, beyond all the dials and gadgets.

Agencies

MYRON KIRK, former sales head of Famous Artists, Hollywood talent service, and previously vice-president and radio director of Ruthrauff & Ryan, New York, on May 1 joined the radio department of Sherman K. Ellis, New York, to handle new business.

LAWRENCE M. JUDD, former governor of the Territory of Hawaii, has been named executive vice-president of Bowman-Deute-Cummings, Pacific Coast agency. He will be connected with the main office in San Francisco.

BOB HARRIS, formerly of KVOR, Colorado Springs, and KOA, Denver, has joined Raymond Keane Adv. Agency, Denver.

FRANK HENROTTE, formerly with Richard Jorgensen, Advertising, San Jose, Cal., recently established his own agency at 40 W. San Antonio Street, San Jose.

FRANKLIN DELANO, assistant radio manager of Young & Rubicam, Hollywood, has announced his engagement to Rosalie Leistikow, Los Angeles socialite. The wedding is scheduled for late summer.

DICK ALTER, formerly business manager of Radio Central Casting Bureau, Los Angeles talent service, has been appointed radio director of Heintz Pickering & Co., that city. He succeeds John Murray. Walter R. Gayner has been added as account executive.

CARL D. DENNIS Jr., recently manager of Lord & Thomas, Montreal, has joined Cockfield Brown & Co., Montreal, as an executive.

CHARLES J. GIEZENDANNER Jr. recently announced dissolution of the partnership, Giezendanner-Gilliam & Co., Houston, and continuation of business as The Giezendanner Co. With the exception of Mr. Gilliam, who severed his connection Feb. 28, there will be no other change in personnel.

KEN SOBLE, president of Metropolitan Broadcasting Service Ltd., Toronto and general manager of CHML, Hamilton, Ont., is to marry Frances Leibel, University of Toronto co-ed, Sept. 5.

HARRY ACKERMAN, after a two-month illness, has returned to the Hollywood production staff of Young & Rubicam.

GEORGE P. MacGREGOR, formerly an executive with Young & Rubicam, New York, on May 1 joined the executive staff of Ruthrauff & Ryan, New York.

E. H. GIRARDIN has been appointed production manager of Martin Allen Adv., Los Angeles.

DON HENSHAW, radio executive of the Toronto office of A. McKim Ltd., has been addressing ad clubs on "Radio in Canada" in Ottawa, Kitchener, Montreal, Hamilton and London, Ont.

HUBBELL ROBINSON, Young & Rubicam, New York, supervisor of radio production, is in Hollywood to confer with agency executives.

RAY MOUNT ROGERS, formerly copy writer of Bowman-Deute-Cummings, San Francisco, has joined Gerth-Knolling Adv. Agency, that city.

DEVEREUX & Co., Utica, N. Y., has moved its office to 226 Genesee St.

LEW KERNER, formerly of Gene Mann Agency, Los Angeles talent service, has joined Mitchell Gertz Inc., Hollywood, as head of its radio division.

TOM FIZDALE, Inc., publicity and public relations counsel with offices in New York, Chicago, Hollywood and London, has opened a branch office in the Munsey Bldg., Washington, D. C.

EDWIN M. PHILLIPS, president of Edwin M. Phillips & Co., New York, is leaving the advertising field to deal in sales promotion and marketing at his present address, 420 Lexington Ave. The entire Phillips staff and all accounts are being absorbed by Jasper, Lynch & Fishel, New York.

STERLING ADV. AGENCY, New York, this month is celebrating its 25th anniversary with the founders still in charge: Saul M. Broun, chairman; Joseph S. Edelman, president; Herbert Goldsmith, treasurer, and William Forray, secretary.

LEO TURTLEDOVE, recently resigned from Columbia Management Inc., Hollywood subsidiary of CBS, has established his own talent agency at 1509 N. Vine St., that city.

HOWARD J. PERKINS, formerly a director of John B. Rogers Producing Co. of Ohio, has joined H. Charles Sieck Adv., Los Angeles, as radio account executive.

CENTURY ADV. AGENCY, Detroit, is the new name of the former S. M. Epstein Co. The agency's offices are in the Industrial Bank Bldg., Detroit.

To the Ladies

KGW sells smart apparel for Charles F. Berg, Inc.

● As the seasons come and go, Charles F. Berg, Inc., popular women's store in Portland uses KGW to build sales volume. Speaking of results, Forrest Berg, President, says:

"KGW in the Portland market has been a decided factor in helping me merchandise my women's apparel departments, as well as sell Charles F. Berg, Inc., to the style-conscious women of Portland.

"The Chumley instrumental and vocal trio, plus transcribed customer interviews taken directly in the various departments, has proved a success from my first broadcast."

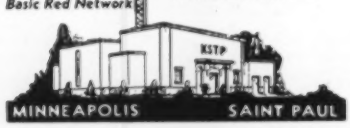
FORREST BERG, *President*
Charles F. Berg, Inc.

KGW 620 KC 5000 WATTS DAYS 1000 WATTS NIGHTS NBC RED

RADIO STATIONS OF THE **OREGONIAN** PORTLAND • OREGON *Representatives*

KEX 1180 KC 5000 WATTS CONTINUOUS NBC BLUE

EDWARD PETRY & CO. INC., New York, Chicago, Detroit, San Francisco, Los Angeles

KSTP
Northwest's Leading Radio Station
50,000 WATTS SOON
Basic Red Network
LOWEST COST PER LISTENER IN TWIN CITIES AREA


MINNEAPOLIS SAINT PAUL

STEWART, HANFORD & CASLER is the new name of the former Stewart, Hanford & Frohman agency in Rochester, N. Y., Lester A. Casler having recently been elected treasurer to fill the vacancy caused by the death of Saxe H. Hanford.

P. J. McAWARD, vice-president of Wendell P. Colton Co., New York, has been elected executive vice-president of the agency. W. J. McDonald, former vice-president, has been named chairman of the board, and E. B. Van Hook, vice-president, has been made chairman of the executive committee.

H. W. KASTOR & Sons Adv. Co., Chicago, has enlarged and remodeled its radio department at 360 N. Michigan Ave., under the supervision of Robert Jennings, radio director.

ARTISTS MANAGEMENT Co. has been organized by Jack Rosenburg, with offices at 1509 N. Vine St., Hollywood. Firm specializes in radio talent.

FARON JAY MOSS Adv., Hollywood, has moved to 1462 N. Stanley Ave.; telephone: Granite 8878.

COMMERCIAL ADV. Agency has moved its offices to the Fairbanks-Morse Bldg., 600 So. Michigan Ave., Chicago.

LARCHAR-HORTON Co., Providence, on May 1 changed its name to the Horton-Noyes Co. Elmer S. Horton, Frederick C. Noyes and Raymond C. R. Noren, partners in the original agency, remain in charge.

WALTER ADV. AGENCY has moved to 2222 W. Seventh Street, Los Angeles.

HALAS & KEEFE Inc., Chicago, is the new firm name of Halas-Kumler Inc., sales contests and sales promotion company of 37 S. Wabash Ave. Jerry Keefe has been named vice-president and general manager of the firm.

TOM LEWIS, manager of the radio department of Young & Rubicam, New York, has returned to New York to resume his duties after a seven-month stay in Hollywood where he managed the Gulf Screen Actors Guild program on CBS.

JOHN HYMES, time-buyer for Lord & Thomas, New York, has announced his marriage on April 11 to Elizabeth Keith of Long Island.

JANET JENKINS, formerly on the guest relations staff of WWJ, Detroit, has joined Young & Rubicam, Chicago. Beth Emery succeeds her at WWJ.

WEARSTLER ADV. Inc., Youngstown, O., is the new name of the former Meek & Wearstler advertising agency. Offices remain at 20 W. Front St., Youngstown.

BBDO Changes

JOHN C. CORNELIUS has been named a vice-president of BBDO, in charge of western offices, including Chicago, Minneapolis, and Hollywood, according to a recent announcement by Alex F. Osborn, executive vice-president. Robert B. Barton, vice-president, will succeed A. E. Aveyard at Chicago. Mr. Aveyard, who has resigned to devote most of his time to activities outside the advertising field, will be retained by BBDO on a part-time basis to serve the Chicago office in an advisory capacity. John Caples, head of BBDO's copy testing department, will devote most of his time to the Chicago office. The Minneapolis office will continue directly under the management of Mr. Cornelius, and Jack Smalley will continue as manager at Hollywood.

G. LYNN SUMNER, president of G. Lynn Sumner Co., New York, and vice-president of the Advertising Club of New York, was elected president of the club May 9, succeeding Lowell Thomas, who has held the position for two years and now becomes a director.

AGENCY *Appointments*

SPRAGUE, WARNER & Co., Chicago (canned foods), to Lord & Thomas, that city. Radio test will soon begin in the Chicago area, will be expanded to selected markets.

GENERAL ELECTRIC Co., Bloomfield, N. J. (air-conditioning dept.), to Newell-Emmett Co., N. Y. Spot radio may be used, but plans are indefinite.

RANIER BREWING Co., San Francisco to Buchanan & Co., Los Angeles, effective Oct. 1.

GERBER & Co., New York (cheese), to Charles Hoyt Co., N. Y.

ALLEN B. DU MONT Labs., Passaic, N. J. (television sets), to Lennen & Mitchell, N. Y.

BEECHAM LABORATORY, Oscawana-on-Hudson, N. Y. (Odorcide), to Morgan-Reichner & Co., N. Y.

MILWAUKEE COCA-COLA Bottling Co., to Vanderbie & Reubens, Chicago. Has started a series of spot announcements on WTMJ, WISN, WEMP.

STEPHANIE LAANG Co., New York (cosmetics), to Raymond Levy Org., New York.

PRUDENTIAL INSURANCE Co. of America, New York, to Benton & Bowles, New York, to publicize company service.

AMERICAN Television Corp., New York, to Deutsch & Shea Adv., New York.

SHASTA WATER CO., San Francisco (mineral water), to Gerth-Knollin Adv. Agency, San Francisco.

VADSCO SALES Corp., Long Island City, N. Y. (Mavis toiletries), to Wortman, Barton & Co., N. Y.

BOWEY'S Inc., Chicago, to Sorenson & Co., Chicago.

LADY ESTHER Co., Chicago, to Pedlar & Ryan, N. Y.

STEEM-LECTRIC Corp., St. Louis, to Earle Ludgin Inc., Chicago.

VICTOR EQUIPMENT Co., San Francisco, to D'Evelyn & Wadsworth, Inc., San Francisco.

JAMES MILLS ORCHARDS Corp., San Francisco and Hamilton City, Cal., to D'Evelyn & Wadsworth, San Francisco.

PFEIFFER BREWING Co., Detroit, to Maxon Inc., Detroit, effective May 1, for radio, newspaper, and outdoor advertising. No definite plans.

WESTERN MOVIE SUPPLY Co. (photographic supplies); Kane Travel Service and Colvin-Templeton Inc., al lof San Francisco, to Yoemans & Foote, San Francisco.

CROWELL PUBLISHING Co., New York (*Collier's Weekly*), to Arthur Kudner, New York.

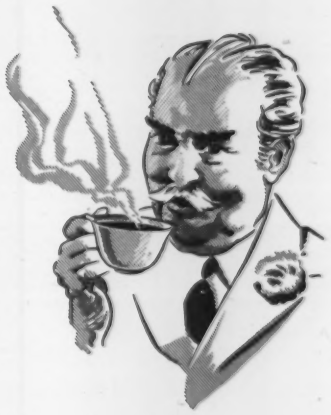
BLAND'S MOUTHFUL
WKRC Applicants Must Utter Flocks of F's

PERSONS applying to Lee Bland, chief announcer of WKRC, Cincinnati, for a berth on the station's announcing staff must have far more than a pleasing voice—and definitely must be able to do some tongue-twisting, as the following test script will prove:

"To let a flying flea floor you through a fluffing, fair friends, is flustrating and frustrating and, like the flea, you feel as foolish as the flea because the flea was outflown by the fly. Having felt your way through those figurations fanatically you feel like flailing a frail microphone, though, don't forget that it's folly to fumble furiously by faltering through a phrase like this: Flamingo Fahrenheit, the French flutist, thumbs through the thorough files to fill out the fifth Flimsy Film Company's farcical fanfare, following "The Fly Outflew the Flea" with the favorite, "Flat Foot Floogie".

STIMULATING

as a cup of Coffee



are the clearly written and delivered commercials presented from KFYR.

•

Every commercial is delivered by an announcer whose voice is best suited to the product.

•

Let the Regional Station with the Cleared Channel Coverage *"SELL YOUR STORY"*

550 Kilocycles
NBC Affiliate

KFYR

5000 Watts Day
1000 Watts Night

Meyer Broadcasting Co.

Bismarck, North Dakota

Gene Furgason & Co.—National Representatives

RADIO
ADVERTISERS

Cannot Afford to Overlook the Possibilities. Offered by the Canadian Maritime Provinces and by Nova Scotia in Particular.

This area is served by:—

CHNS
HALIFAX, N. S.
THE KEY STATION OF THE MARITIMES

Studio Notes

WFBL, Syracuse, for the third time is sponsoring the WFBL Radio Shoot during the annual New York State Skeet Shooting Championship at the Onondaga Skeet & Trap Club, Syracuse, May 27-29. WFBL also will cover the championship shoot, with Leo Bolley at the microphone.

NBC-Chicago announces an all-time high in network productions originating in Chicago. Evening commercials each week total 8½ hours, while quarter-hour daytime commercials total 115 periods weekly. One half-hour weekly commercial and an hour weekly commercial are also aired. Sustainers include 52 quarter-hours weekly, plus 10 half-hours daytime, four half-hours nightly, nine full hours daytime, and six three-quarter hour periods. Total commercial and sustaining is 70 hours of Chicago network production weekly exclusive of dance orchestras.

ROBERT SELLTITZ has been transferred from the New York radio desk of United Press to the UP radio bureau in Ohio, which on May 1 was moved from Cleveland to Columbus, State capital. William Engleke, a former UP employe, has been rehired as another addition to the Ohio radio staff. The press service's headquarters also reports that its service has recently been subscribed for by stations WBTH, Williamson, W. Va.; WORL, Boston; WBBZ, Ponca City, Okla.; KOMA, Oklahoma City; KFBB, Great Falls, Mont.; WOPI, Bristol, Tenn.; WTCM, Ocala, Fla., and KDRO, Sedalia, Mo. A new long-term contract with UP for its radio news service has also been signed by WLAP, Lexington, Ky.

OVERFLOW audience of nearly 1,000 persons attended the annual spring party of the WPEN-Daily News Women's Service Club May 3 in Philadelphia, held in WPEN's large auditorium. A four-hour program was presented. Joe Dillon, announcer, was m.c., and guests were greeted by Manager Arthur Simon.

WKRC, Cincinnati, presents transcribed music with baseball scores and resumes at quarter-hour intervals on the 3:15-5 p. m. six-weekly *Baseball Musical Scoreboard*. Ross Mulholland, WKRC announcer, superintends as m.c., and Allen Stout, sports commentator supplies the scores and surveys. WKRC also carries regular sports programs at 1:50, 5 and 10:25 p. m.

WKY, Oklahoma City, has transcribed a personal account of the experiences of Major Gordon W. Lillie, the famous "Pawnee Bill" of frontier days, and after broadcasting the series will present the records to the Oklahoma State Historical Society. The series was planned and executed by Daryl McAllister and John Shafer.

KGNC, Amarillo, Texas, recently promoted the Good Will Tour of the Wichita Chamber of Commerce with a special quarter-hour program preceding arrival of the special train at Amarillo that rounded up about 3,000 Amarillo citizens to greet the special as it rolled into the station. Upon arrival, Manager Herb Hollister, of KANS, Wichita, several speakers and entertainers were driven to KGNC studios with a police escort, where they participated in another 10-minute program. The features were arranged by KGNC Manager O. L. (Ted) Taylor, through consultation with Manager Hollister.

KFRU, Columbia, Mo., has added a regular scholastic department to its nightly sportscast, *America in Action*. Jerry Singer, of the sports staff of the *Columbia Missourian*, published by students and personnel of the University of Missouri school of journalism, presents an account of the sports activities of the state's high schools, universities and colleges in a five-minute spot each night. The remainder of the quarter-hour broadcast, devoted to national sports, is handled by George Guyan, KFRU sportscaster.

Good Summer for Don Lee

ALL SMILES was Thayer Ridgway, commercial manager of Don Lee Broadcasting System, when he returned to Los Angeles April 29 after a 30-day business trip to New York and Chicago with reports of "excellent radio business prospects for the summer". Attributing the promising season largely to sponsors' recognition of surveys indicating that the summer slump in listeners is becoming less sharp with the heavy sale of car radios, Mr. Ridgeway said he looks for the heaviest run of summer business in radio history.

"Of great importance to independent stations and regional networks is the closely watched experiment carried on by Blackett-Sample-Hummert over WMCA, New York," he commented. "The agency is using two hours of evening time to test their transcribed strip shows broadcast in daytime hours over national networks. It's their purpose to seek a heretofore unplumbed market of housewives who are unable to keep their ears glued to daytime loudspeakers. Should this experiment prove successful, it will open a new field for Mutual-Don Lee network and independent stations."

GROUNDBREAKING ceremonies for NBC's House of the Future, planned and constructed under sponsorship of NBC's two Washington stations, WRC and WMAL, were held recently, with Manager Kenneth H. Berkeley, Mary Mason, director of the WRC Home Forum and John Dodge, commercial manager, participating.

STARS of *Boone County Jamboree* on WLW, Cincinnati, will make personal appearances at 27 state and county fairs this summer, according to George C. Biggar, WLW rural program supervisor. The schedule will take them to cities in Illinois, Ohio, Indiana, Michigan, Virginia and West Virginia.

WIBW, Topeka, Kan., and the *Topeka Capital* combined radio and newspaper promotion for the joint appearance of Dave Rubinoff, violinist, and Fray and Braggiotti, two-piano team, in Topeka recently. After a 15-minute interview with the three on WIBW the afternoon preceding the performance and newspaper stories and advertising, a capacity audience of 2,400 packed the auditorium for the concert.

COVERING the dedication of the new McDonald Observatory, located in a remote spot in the Davis Mountains in Southwest Texas, Texas State Network recently carried a 25-minute program on the network, using the private telephone line of five ranch houses between Ft. Davis and Mt. Locke. At the scene to transmit the ceremonies were Truett Kimzey, TSN technical supervisor; Forrest Clough, educational director, and Clark Foulks, announcer.

HOW'S SALES IN DOG SCRATCH?

Get out a little way from Louisville, and you'll quickly see why there's not much use in going outside the *Louisville Trading Area* for your Kentucky business. . . . That observation promptly brings you to WAVE—the one radio station that gives you *what you want in Kentucky*—and nothing else! . . . May we show you how *much* we can do—for how *little* cost?

An N. B. C. Outlet

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

"The Crystal Specialists Since 1925"
SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS
Approved by FCC
Two for $75.00 $40 Each
Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—
Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

HARRY W. BUCKNELL, San Francisco advertising man, recently was named network sales representative for KGO and KPO, San Francisco NBC stations. Ray Rhodes, formerly junior sales representative, has been promoted to senior status. Edward E. Ulrich, former supervisor of pages, has succeeded Rhodes. Stanley Smith has been appointed supervisor of pages and Cal Edgerton has been transferred to the sound effects department; David McNutt and Bob Bishopp joined the guest relations staff, and Julian Goodell and Welwyn Dallam Jr. have been added to the mail room at NBC. Jimmy Coffis, former Stanford football star and Joseph West have been added to the page staff.

WHBF, Rock Island, is broadcasting a series of quarter-hour programs featuring local religious leaders in talks on tolerance. Its affiliate, *The Rock Island Argus*, is running a series of full-page ads tied in with the radio series and designed to prove the need for freedom of radio and press.

WBCM, Bay City, Mich., recently solved a hit-and-run accident in which two persons were killed, when it broadcast meager information from the local police on the identity of the fleeing car and driver. The broadcast was heard by the driver of the death car, who shortly walked into the police station, identified himself and surrendered.

KDAL, Duluth, expects its new portable transmitter being constructed by Bob Dettman, chief engineer, to be in operation in time for the station to use in covering the visit of Crown Prince Olaf of Norway in June, when the royal visitor dedicates a memorial tower in a city park.

WLW, Cincinnati, recently received from Kendall S. Thimsen, of San Jose, Cal., copies of facsimile broadcasts by WLW and its high-frequency adjunct, W8XUJ. Thimsen reported his reception was good despite static resulting from extremely adverse atmospheric conditions over California at the time. He used no special facsimile antenna, but improvised one by laying a short wire across the floor.

NEW studio-transmitter building of KAST, Astoria, Ore., was formally dedicated in late April with broadcasts from communities in the Lower Columbia River area. The shunt-fed Lehigh vertical radiator is constructed on the tide flats in the rear of the building and is entirely surrounded by water at high tide periods. KAST recently was authorized to shift from 1370 to 1200 kc. and increase power from 100 watts daytime only to 250 watts day and 100 at night. The station is managed by James C. Wallace. Miss Sylvia Chandler is program director; Frank E. Marrion, commercial manager; Lawrence King, chief engineer; Ray Williams, technician; and Mrs. Albert Prael, director of women's features.

WLS, Chicago, has started a monthly series of afternoon programs called *This Month in the Garden*. Featured on the Tuesday series is R. T. Van Tress, horticulturist of the local Garfield Park Conservatory.

Collects Premiums

THE hobby of Faylon Giest, musical director of KMA, Shenandoah, Ia., is collection of premiums offered on radio programs. He has a premium from every offer on KMA last year, and watches offers on other stations as well as networks.

WGN, Chicago, transmitted *Women in the News* recently on its regular experimental MBS facsimile program. Featured were the Crown Princess Martha of Norway and Benay Venuta, movie and radio star. WLW, Cincinnati, devoted its portion of the network facsimilie to weather reports, a weather map and sports returns. WOR, Newark, is sending out its first comic strip of the air, while WHK, Cleveland, devotes its facsimile broadcasts to feature material.

WMEX, Boston, KOB, Albuquerque, and WHOM, Jersey City, recently signed with INS for full coverage.

WESTERN CANADA Flour Mills, Toronto, for Hovis Bread, is running a morning exercise program for women on CKCL, Toronto, direct from the gymnasium of the League for Health and Beauty, with which the Hovis Co. in England also is working. Women wanting to take the exercises write in for an exercise chart, which outlines exercises given at the gym. The program is a test, and may be extended in the autumn. A. McKim Ltd., Toronto, placed the account.

KMOX, St. Louis, was host recently to 300 members of the advertising class sponsored by the Women's Advertising Club of St. Louis. Speakers included Mrs. Erma Perham Proetz, executive vice-president of Gardner Adv. Co., Mrs. Herbert Cost, the *Mary Lee Taylor* of the *Pet Milky Way Kitchen*, and Merle S. Jones, KMOX general manager.

WCSC, Charleston, S. C., recently carried a series of special programs designed to quell a near-panic in the city resulting from a sudden outbreak of infantile paralysis, contacting the local health authorities and presenting Dr. Leon Banov, city health officer, in a quarter-hour address.

NEW HOME for CKGB, Timmins, Ont., is being built in the combined new CKGB and *Timmins Daily Press* plant, to replace the structure gutted by fire early in April. The new plant is being built at a cost of $150,000, and will contain, in addition to studios, an auditorium seating 250.

CANADIAN Association of Broadcasters has issued a list to Canadian advertising agencies showing the summer time on which each of the 61 member stations and the 10 CBC stations operate.

KGER, Long Beach, Cal., has taken a ten-year lease on the entire sixth floor of the Knickerbocker Bldg., 643 S. Olive St., Los Angeles, for a total consideration of $60,000. It is being remodeled for Los Angeles executive offices and remote studios. Present Los Angeles offices and studios are in the Clark Hotel Bldg.

ENDORSEMENT of Gov. Saltonstall has been received by WEEI, Boston, for its *Massachusetts There She Stands*, a series of interviews with prominent industrialists, experts and artisans in various branches of industry, is a simulated atmosphere reproducing actual working conditions.

WOL

WASHINGTON, D. C.

1,000 Watts

DAY & NIGHT

Affiliated With the Mutual Broadcasting System

1230 KC.

First

IN PULLING POWER

It takes "pulling power" to make radio programs pay out. It takes "low cost per inquiry" to produce profits. Will WHK-WCLE deliver these?

A nationally-known oil corporation offered as a test, a compass ring for children. To get it, five gallons of gasoline had to be purchased. The receipt plus a dime had to be sent in. Inside of 3 weeks, 13,000 rings were mailed out. From the advertising manager, this message: "We have enjoyed new, all time records in the Cleveland area."

A national advertiser offered a health magazine with a product sample requiring the sending in of money—from dimes to dollar bills. This produced 3,000 quick inquiries—and a grateful note from the agency in charge: "Your station is now producing the lowest cost per inquiry of any station of the 12 we are now using."

Another national advertiser made a test offer by four announcements only. A dime and a box top were required. 17,000 replies were received. The agency wrote: "Our offer on your station exceeded two other major markets and we are very much pleased."

When you buy WHK-WCLE for your radio program, you are harnessing *top potential pulling power* to your sales message. Result: PAY DIRT!

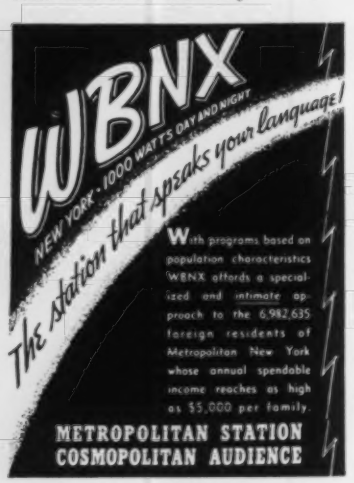
WHK & WCLE Cleveland

THE UNITED BROADCASTING COMPANY

Also Operating WHKC—Columbus, Ohio

WLW-WSAI Contract

CONTRACT covering the 70 staff actors, singers, announcers and writers employed at WLW and WSAI, Cincinnati, was signed May 4 by Emily Holt, executive secretary of the American Federation of Radio Artists, and James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting. Contract became effective May 14 and runs until Oct. 31, 1940. AFRA has also negotiated a contract with WRJN, Racine, Wis., resolving a strike situation which had arisen there. Mrs. Holt is still in St. Louis, negotiating with station managers for contracts for staff artists in that city.


WBNX
NEW YORK · 1000 WATTS DAY AND NIGHT
The station that speaks your language!
With programs based on population characteristics WBNX affords a specialized and intimate approach to the 6,982,635 foreign residents of Metropolitan New York whose annual spendable income reaches as high as $5,000 per family.
METROPOLITAN STATION
COSMOPOLITAN AUDIENCE

Radio AND Education

STARTING May 14, CBS is carrying a new Sunday (2-2:30 p. m., EDST) series titled *Democracy in Action* to replace the *Americans All-Immigrants All* program cited last month by the Women's National Radio Committee for its chief award. The series will include descriptions of Federal agencies at work, written by Merrill Dennison and produced by William N. Robson with the cooperation of Sterling Fisher, CBS director of education and talks. Production will be handled jointly by CBS and the U. S. New York World's Fair Commission under auspices of the Office of Education of the Department of the Interior.

A NEW series titled *Congressional Review of the Week* started May 12 over MBS from Washington, with Fulton Lewis jr., regularly heard each weekday over 65 Mutual stations, handling a Friday night resume of capitol events.

COPY of "The Texas State Network Lends a Hand", a prospectus describing the educational plans of TSN in cooperation with colleges and universities of the state, has been placed in the library of the National Advisory Council on Radio in Education. The brochure, compiled by Forrest Clough, recently named educational director for the network, was requested by the national council.

WIOD, Miami, in cooperation with the local PTA has organized regular radio classes for high school and junior high students, and a Junior Radio Club with charter membership of 130 youngsters interested in radio careers. Club members are divided into all departments of radio work, writing and producing their own shows and handling actual broadcasts.

RADIO RECEIVER to be given by WMIN to the St. Paul high school producing the best program on WMIN, St. Paul, during the last nine months, recently was presented to the local Department of Education, on behalf of the station, by Paul S. Amidon, Superintendent of St. Paul schools, shown here (right) with Frank Devaney, WMIN production manager. At the end of the school year Mr. Amidon will in turn award the radio to the winning school.

CBS during the first two weeks in May started five new discussion programs under the supervision of its departments of education and public affairs. Programs are *Democracy in Action*, presented in cooperation with the U. S. Office of Education; *The World Today*, a weekly news roundup by CBS analysts in world capitals; *Scales of Justice*, devoted to American law enforcement; *Bull Session*, featuring spontaneous discussions by college students from Northwestern, De Paul and University of Chicago; *Women in the World of Tomorrow*, prepared in conjunction with the Women's National Radio Committee.

TO ACQUAINT the public with activities of Southern California junior colleges, KEHE, Los Angeles, presents a weekly half-hour *Parade of Junior Colleges* which is conducted entirely by students.

KMA, Shenandoah, Ia., recently carried a debate between students of Drake U and Omaha U via a 220-mile hookup between Omaha and Des Moines, with Ralph Childs, KMA announcer and news commentator, presiding in the KMA studios. Instantaneous reversals and two-way lines made it possible for debaters on both sides and the moderator in the center to hear the entire debate.

COOPERATING with Lloyd W. King, Missouri state superintendent of schools, KWOS, Jefferson City, is presenting a weekly half-hour series of educational features for the benefit of all country schools in central Missouri. The show includes instruction in music, drama, speech and other subjects and is handled by a commission of the State department of education.

NORMAN CORWIN, CBS director of *Words Without Music* program, heard weekly on CBS, will lecture this summer at the Writers' Conference, University of Colorado, marking the first time the Conference has offered a course on the new techniques in radio. Mr. Corwin wrote and directed "They Fly Through the Air with the Greatest of Ease", cited as the year's best educational radio program at the Tenth Institute for Education by Radio.

LINES have been installed from the master control board of WHK-WCLE, Cleveland, to WBOE, Cleveland Board of Education station, to enable WBOE to pick up educational programs on the WHK-WCLE schedules, including *Music Appreciation Hour*, *Nation's School of the Air*, *UBC Radio Workshop*, and others. WHK or WCLE, through the arrangement, also will be able to make occasional WBOE educational features.

DOWNINGTON High School, located in a suburb of Philadelphia, recently notified R. H. Macy & Co. that Macy's *Consumer Quiz Club* program has been made a part of the school curriculum. Students of the school, one of 19 in the country offering a course in consumer education, listen to *Quiz Club* regularly from 12:45 to 1 p.m. and then are questioned on the broadcast material.

PAUL SULLIVAN, well-known news commentator of WHAS, Louisville, will lecture during the radio education course to be presented at the University of Kentucky at the first summer session. The course, "Problems of Radio Education", is sponsored jointly by the University and WHAS, and is intended to train school teachers whose duties include production of school broadcasts.

Radio Educational Data Sought by Federal Group

A QUESTIONNAIRE to all broadcast stations, seeking data on cooperation between broadcasters and non-profit groups, was dispatched May 10 by Dr. John W. Studebaker, U. S. Commissioner of Education, as chairman of the Federal Radio Education Committee, comprising broadcasters, Government officials and educators.

In an accompanying letter, Dr. Studebaker brought out that funds contributed by the broadcasting industry enabled a start to be made on various educational-radio projects assigned to the committee. The questionnaire, he explained, is in line with the effort to gather data on successful cooperation between broadcasters and non-profit groups. The questions relate to cooperative efforts through radio councils, advisory committees, and other groups and the manner in which time is allotted.

WIRE, Indianapolis, cooperated directly during April with the executive committee of the Indiana Campaign to Control Cancer in its efforts to fight the disease through dissemination of knowledge. Prominent doctors and club women participated in the April drive, during which WIRE donated six quarter-hours and four 5-minute periods and broadcast daily announcements during newscasts and participating programs. Mrs. Kin Hubbard, wife of the humorist, was secretary in charge of arranging the WIRE broadcasts.

CONTINUED popularity of the question and answer programs is shown by the fact that the three nationwide networks currently carry 37 quiz programs a week—16 on NBC, of which eight are sponsored; 14 on CBS, which also has eight commercials; seven on MBS, with five under sponsorship.

Yes, in the WNAX Primary Daytime Area are 6.9% of U. S. farms which account for 9.8% of the Nation's total cash farm income—about $750,000,000 yearly.

WNAX farms are definitely above average. They account for 13% of land and building value, 11.3% of farm autos, 16.1% of farm tractors. And there are many more plusses.

First in *rural* population, WNAX also is 24th among Columbia stations in primary day time *urban* audience—717,300 people.

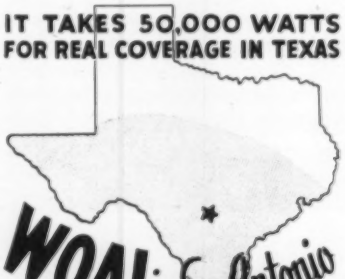
That's why WNAX is one of the most economical stations in the country. You can buy its 719,500 radio families for as little as 3 1/3 cents per thousand.

Want more facts? Just write us, or call the nearest Katz Agency Office.

**And, of course, you can buy WNAX in combination with the Iowa Network at an exceptionally low rate.*

WNAX YANKTON, S.D. • 570 Kilocycles • CBS
5000 WATTS L.S. • 1000 WATTS NIGHT
Represented by THE KATZ AGENCY
Key to a 5-STATE, $900,000,000 MARKET in the MIDWEST

IT TAKES 50,000 WATTS FOR REAL COVERAGE IN TEXAS



WOAI in San Antonio
NBC TQN
REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.

ENTER my subscription to **BROADCASTING** for one year. Bill me for $3.

Broadcast Advertising

NAME .....

FIRM ..... TITLE .....

ADDRESS .....

CITY ..... STATE .....

includes

[RADIO MARKET ATLAS EDITION
396 PAGE YEARBOOK NUMBER]

☐ CHECK HERE FOR 2 YEAR SUBSCRIPTION FOR $5.

XUM

FIRST CLASS
Permit No. 1208-R
(Sec. 510 P. L. & R.)
Washington, D. C.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.

Equipment

ALLIED RADIO Corp., Chicago, has placed on the market a new professional type Knight high-fidelity transcription and record player embodying remote control operation through a compact hand-size control unit which operates as far as 50 feet from the player itself. In addition to the remote control, which will stop or start the turntable and control volume, and a 16-inch balanced cast aluminum turntable, other features include built-in high-fidelity amplifier with 4 watts output; new Jensen 10-inch P. M. dynamic speaker; Astatic 12-inch transcription type pickup; heavy duty phono motor for 110 volts AC or DC, 25-60 cycles, and built-in tone control.

KSD, St. Louis, is sending a truck through Missouri and Illinois to stimulate public interest in facsimile, exhibiting the equipment used in transmitting and receiving the daily radio edition of the *St. Louis Post-Dispatch*. The display includes a receiver, copies of the paper and illustrations outlining facsimile operation.

WHN, New York, has purchased recording equipment from Fairchild Aerial Camera Corp. and started a new department which will record programs off the wire or off the air for the station and its clients. George DePue, assistant night manager of the station, has been made manager of the transcription department.

FIRST sea-going vessel to carry electrical transcription mechanism for reproducing "vertical cut" recordings is the *S.S. Panama*, which was recently equipped with such apparatus by Langevin Co., New York dealers in Western Electric sound reproducing equipment. Disturbance of the mechanism's delicate adjustment by the motion of the ship, which has balked previous attempts to use this type of equipment on shipboard, was overcome by a special device in which forces oppose this disturbing motion and cause the reproducer to function as if it were solidly mounted. Special recordings made by WBS will be played for the entertainment of passengers at meals, in the grand salon, sun deck, swimming pool, deck cafe and bar of the ship.

WROL, Knoxville, has completed installation of a 170-foot vertical radiator and new transmitting plant at the Fireproof Storage Bldg. in the northeast section of Knoxville's business district. Glenn D. Gillett, consulting engineer, is to complete a field survey of the new transmitter in May.

THE four microphones dipped in gold being used to flash the voice of Britain's King on the arrival of the Royal couple in Canada May 15 are Western Electric instruments, which were finished in the gold plating laboratories of the Northern Electric Co. of Canada. Ninety more of a different type, each surmounted by a gleaming crown of sterling silver, will be placed at the King's disposal.

GROUND was broken May 9 for the new Western Electric transmitter of WIBG, Glenside, Pa., to be housed in a one-story building to be erected on Cheltenham Ave. at Limekiln Pike just over the city line from Philadelphia. A 255-foot self-supporting Lehigh vertical radiator, with a new type ground system consisting of 120 radials, also will be installed. Studios are to be completely re-equipped.

RADIO ENGINEERING & Mfg. Co., New York, manufacturers of Remco portable electrical transcription equipment, have moved to new quarters at 58 West 25th St., New York.

E. F. JOHNSON Co., Waseca, Minn., announces the purchase of the business of Centralab, Milwaukee, including all equipment and patent rights.

Guestitorial

ONE-MINUTE ANNOUNCEMENTS

By NORMAN MacKAY
Adv. Director, WQAM, Miami

AGENCIES seem to have gone haywire in the matter of one-minute dramatized announcements. More of them are making transcribed one-minute announcements every day. They evidently believe that they are necessary to do a good selling job . . . but they defeat their own purpose.

Where can you schedule a one-minute spot that will be attractive to the agency, that will do a selling job for the advertiser, and be pleasing to the radio audience? Just think it over.

They must be next to a good network feature or feature of established local interest . . . to please the agency and advertiser. They cannot go between network commercial programs, they cannot go between local commercial programs, they cannot run into any network sustaining program that is talk or news or drama . . . nor can a network station cut short a chain program that is talk or drama or news in order to get a minute spot in before the next commercial program.

Obviously then, they must either follow a local news broadcast or local or network program that is followed by sustaining music. If they follow news, usually sponsored . . . we have a minute of advertising following a plug just completed for the news sponsor. Sustaining music following network shows is very scarce; stations usually have announcement periods in such spots, if not local programs. But the one-minute announcement must be well separated from other spots, because it pays a higher rate.

It's a problem, I tell you . . . wish we had more of them.

Knox Sports on WOR

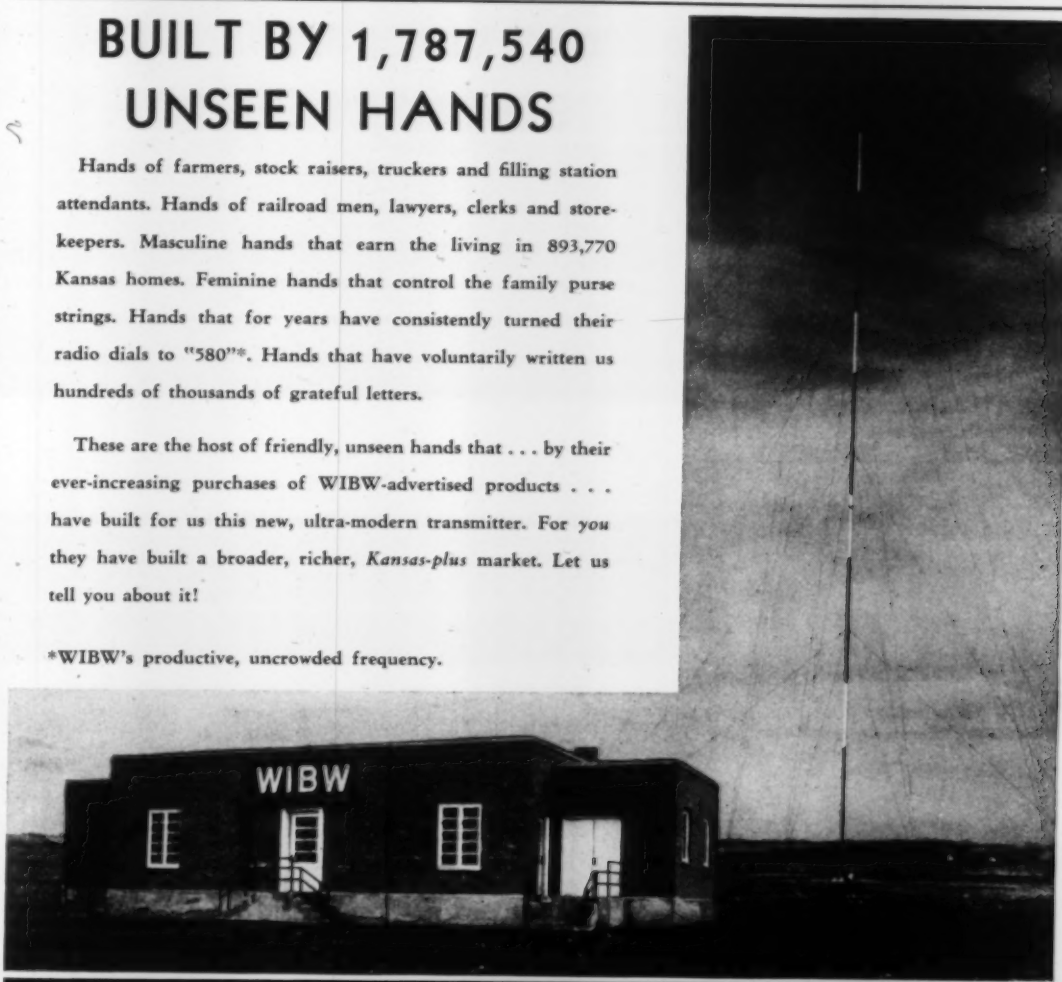
CHAS. B. KNOX GELATIN Co., Johnstown, N. Y., on May 9 started *News & Views of Baseball* with Pat Barnes and Ralph Dumke on WOR, Newark, heard preceding Red Barber's baseball broadcasts Tuesdays through Sundays from 3 to 3:10 p. m. The programs, devoted to highlights of the day's games, will be heard for the remaining 20 weeks of the baseball season. Kenyon & Eckhardt, New York, places the account.

BUILT BY 1,787,540 UNSEEN HANDS

Hands of farmers, stock raisers, truckers and filling station attendants. Hands of railroad men, lawyers, clerks and storekeepers. Masculine hands that earn the living in 893,770 Kansas homes. Feminine hands that control the family purse strings. Hands that for years have consistently turned their radio dials to "580"*. Hands that have voluntarily written us hundreds of thousands of grateful letters.

These are the host of friendly, unseen hands that . . . by their ever-increasing purchases of WIBW-advertised products . . . have built for us this new, ultra-modern transmitter. For *you* they have built a broader, richer, *Kansas-plus* market. Let us tell you about it!

*WIBW's productive, uncrowded frequency.



WIBW "The Voice of Kansas"
COLUMBIA'S OUTLET for KANSAS

BEN LUDY, *Manager*
Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

Royalty Transcribed

TRANSCRIPTIONS of the state dinner held at the Waldorf-Astoria, New York, for the Crown Prince and Princess of Norway on their visit to this country, were made by the recording department of WOR, Newark, at the request of the Norwegian Government. The Philharmonic Orchestra concert at the World's Fair, played in honor of the Royal couple, was also recorded for the official Government files in Norway.

WFAA, Dallas, on May 1 began broadcasting announcements plugging the industries, natural resources and spots of historical interest in Texas. Written from information in the 1939-40 edition of the *Texas Almanac & State Industrial Guide*, the announcements are aired twice nightly, three nights weekly, to promote interest in the State and attract visitors.

WWNC
ASHEVILLE, N. C.

Full Time CBS Affiliate
1,000 Watts

●

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

FCC Seeking Test Of Appeals Court

Asks Supreme Court to State Limits of Lower Tribunal

A LAST-DITCH effort to have the U. S. Supreme Court define the limits to which the lower court can go in overriding decisions of the FCC involving new station grants will be undertaken by the FCC in its drive to check the series of adverse decisions meted out by the U. S. Court of Appeals for the District of Columbia.

The so-called Pottsville case, involving the FCC's denial of the application of Pottsville Broadcasting Co. for a new local in the Pennsylvania city, will be used as the vehicle for the Supreme Court test. William J. Dempsey, FCC general counsel, following a new decree by the lower court May 5 denying his petition for rehearing, immediately began conferences with Solicitor General Robert H. Jackson looking toward a petition for a writ of certiorari seeking Supreme Court review.

The Commission had contended, in seeking the rehearing, that the court had overstepped its authority in reversing the Commission's denial of the Pottsville application, and in instructing it to redecide the case on the original record, with no new parties. Mr. Dempsey argued that the court was not a supervisory administrative body but a judicial tribunal, and therefore could not decide whether a particular applicant should or should not be accorded facilities.

The court was notified that if it denied the rehearing, the Commission desired to seek Supreme Court review, and it asked that the writ of mandamus, requested by counsel for Pottsville, be issued to permit such an appeal. Schuylkill Broadcasting Co., also an applicant for a new station in Pottsville, likewise had asked the court to reconsider its action [BROADCASTING, May 1].

In its per curiam opinion, the court said it had decided it should adhere to its opinion of April 3, and denied both the FCC and Schuylkill petitions. It stated that it had carefully examined the decision of the Supreme Court in the Ford Motor Co. vs. Labor Board case, upon which the FCC mainly relied in contending the court had exceeded its authority, and could "find nothing there in conflict with the opinion in this case".

"The Commission having intimated a desire to apply to the Supreme Court", said the appellate tribunal, "the writ of mandamus will issue as prayed but will be stayed for 30 days from this date".

Until the court actually issues the writ, in which it will assign reasons for commanding the FCC to decide the case on the original record, the petition to the Supreme Court will not be sought, assuming the Department of Justice consents to the step. No action is likely until the fall session of the Supreme Court.

Waldorf's Television

THE Waldorf-Astoria Hotel, New York, has purchased two RCA television sets for the presentation of televised programs to guests in its public rooms. One of the sets has been installed in the lounge restaurant and on May 10 an audience of 125 watched the NBC program televising the Broadway revue *Mexicana*. When the hotel was built in 1931, its rooms were wired for television, and a coaxial cable was installed for shortwave broadcasts. This cable will be used for television, according to the Waldorf, and the hotel hopes within four or five months that telecasts will be available to guests in their rooms.

Movie Producers Claim Film Television Rights

THE Copyright Protection Bureau, maintained by a group of major movie producers for the sole purpose of preventing unauthorized performances of their pictures, has added television to its list of possible violators. With some 50,000 complete pictures in circulation among the theatres daily, completely out of the control of their owners, the position is taken that some theatre owner may offer to rent "his" films for telecasting.

Although television is just making its public debut, the precedent that a telecast of a film is definitely an infringement of the producer's rights is already established, BROADCASTING was told by Edward A. Sargoy, legal associate of Gabriel L. Hess, general attorney for the Motion Picture Producers & Distributors of America and since 1927 counsel for the major distributors of pictures in infringement claims arising from unauthorized showings of copyrighted pictures. Mr. Sargoy, who is also chairman of the Copyright Committee of the American Bar Assn., said that a clear precedent was established in the case of Patterson v. Century Productions in 1937.

Video Lighting System Is Developed by NBC

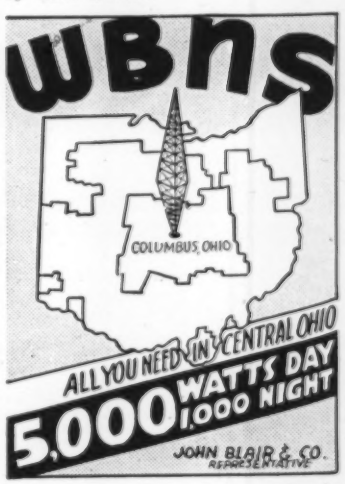
A NEW system of television studio lighting, said to be probably the most flexible yet devised for either motion pictures or television, was announced May 10 by O. B. Hanson, vice-president and chief engineer of NBC. The system has already been installed in the NBC television studios in Radio City. After successful tests, Mr. Hanson said that he believed the new lighting system might become a standard for television studios. He added that it would probably find many other applications. Patent rights to the system, developed by William C. Eddy, NBC television engineer, have been assigned to RCA.

Basically, the new system is described as consisting of many remotely controlled lighting units, suspended from the ceiling of the television studio. Each unit, mounting a bank of six lamps, may be raised and lowered, or tilted through a considerable angle, and swung through nearly a complete circle. Light may thus be focused on any desired spot in the studio. Remote control from the lighting engineer's desk at one end of the studio enables him to change the lighting setup at any time during an actual telecast without interfering with camera action. A complete pre-set of the lighting units, a task that formerly required the services of three men for several hours, may now be effected in less than ten minutes. Eddy's method does away with the necessity of using heavy movie-type "suns" and "broads" and replaces these with very lightweight units, mounting lamps of the highest efficiency.

Orchestra Layoffs

KFI-KECA, Los Angeles, which has maintained a staff orchestra for the last six months, will discontinue its 14-piece group headed by Claude Sweeten, for six weeks effective May 20. The two Anthony stations are required by Los Angeles Musicians Union agreement to spend about $37,000 this year on musicians, and to date have used approximately a third of that sum. Following the summer layoff, the orchestra will be augmented by several additional musicians and the number of sustaining programs also will be increased. KFAC, Los Angeles, which has maintained a staff orchestra since 1931, recently dropped its six-piece group headed by Gino Severi.

WHN
FIRST IN NEW YORK!
(THE WORLD'S RICHEST MARKET)
THIRD IN THE UNITED STATES!
As BILLBOARD PROVES WHN TO BE 1ST IN EXPLOITATION
So ADVERTISERS' SALES PROVE WHN TO BE 1ST IN RESULTS
WHN
1540 BROADWAY
NEW YORK CITY
DIAL 1010
★ RESULTS OF BILLBOARD'S SURVEY OF THE NATION ON EXPLOITATION!



FCC Television Group Plans To Issue Report on Findings

Additional Data Are Gathered at Conferences; Rigid Standards at Present Are Doubtful

HAVING virtually completed its preliminary conferences on television plans of manufacturing companies, the FCC Television Committee is about to undertake drafting of its factual report to the full Commission on future regulatory policies.

Only one manufacturer—Zenith—remains to confer with the committee and that session is scheduled for May 15. During the last fortnight the committee has conferred with four manufacturers, gathering data to supplement its sessions with executives of eastern companies consulted in April in New York and Philadelphia. Officials of Crosley, Don Lee, Zenith and Wald Radio & Television Co. visited the committee in Washington during the first two weeks of May. Commissioners Craven, chairman, Case and Brown participated in the earlier conferences with Chairman Craven and FCC engineers conferring with the Don Lee group May 9.

Proposed Standards

While the committee has made an exhaustive study, seeking to gather all possible information, it is hardly expected that it will make any specific recommendation dealing with the establishment of rigid standards for television. Pending before the committee and the Commission is the proposal of Radio Manufacturers Assn. for standardization of both transmission and reception at 441 lines.

Because of possible limitations of the law, as well as other factors, it is believed the committee will refrain from making any recommendations as to standards. If the present state of the television experimentation is such as to warrant general authorization of the 441-line method, as is being done by RCA and certain other experimenters, the Commission probably will be inclined to recognize that type of operation. Should important refinements be made at a subsequent time by manufacturers which might have the effect of rendering obsolete transmitters and receivers then in use, it likely would be up to the applicant to make a showing as to why such practical experimentation should be authorized, with each case considered on its own merits.

Furthermore, there does not appear to be any great support for a general hearing on television, which had been mentioned as a possibility during the earlier phases of the committee's work. Presumably the intention is to hold hearings on individual applications having to do with the licensing of stations for experimental telecasting.

Reports on the sale of visual receivers in New York since the April 30 premiere of RCA television in connection with the World's Fair have been meager. Roughly, it is estimated that perhaps 1,000 sets have been sold. Estimates of prospective set sales during the first year in the New York area vary between 25,000 and 100,000 units, with the more conservative manufacturers concluding that the 25,000 figure is the maximum. Moreover, reports from England, where telecasting has been in progress for three years, have been far from optimistic.

Will Make Report

Following its conferences during the first week in May, Commissioner Craven announced the committee was discussing frankly with the industry the problems inherent in visual transmission. "By proceeding deliberately," he said, "we hope to make a logical and comprehensive report to the Commission concerning the various complicated aspects of television as a service to the public. The television committee will make its report to the Commission as soon as practicable after the conclusions of the series of conferences".

At the conference May 9, Lewis Allen Weiss, vice-president and general manager of Don Lee, and Harry Lubcke, chief television engineer, outlined to Chairman Craven and Commission engineers the progress made on the Pacific Coast in Don Lee experimentations. One of the pioneer experimenters in television, the Don Lee organization is reported to have developed a number of basic patents in the field and while it is not yet using 441-line transmission, Mr. Lubcke informed the Commis-

(*Continued on page 67*)

IDEA of a television director remaining in his own parlor and directing a bigtime show at the studio by conference telephone is illustrated in this picture of an actual performance, taken while Thomas S. Lee, president of Don Lee Broadcasting System and owner of the only telecasting station on the West Coast, observes from an easy chair in his home, with Harry R. Lubcke, director of television for Mutual-Don Lee, using the phone to give directions to players and technicians as he watches.

Dept. Store's Television

TELEVISION has become an actual part of the sales promotion activities of Bloomingdale Bros., New York department store, with fashion shows presented for 15 minutes every half-hour during the store hours on television screens placed at elevator and escalator landings and other strategic spots throughout the store. Customers may see the televised sales announcements while shopping or can watch the actual televising in the sixth floor studio, which was constructed for the store by the American Television Corp., New York.

Television Is Premature, McDonald Informs NAB, Seeking Aid of Industry

CARRYING his campaign against "premature introduction, ballyhooing and exploitation" of television to the broadcasting industry, Comdr. E. F. McDonald Jr., president of Zenith Radio Corp., has asked the NAB to help undo the "injury that has already been done."

In a letter last month to Neville Miller, NAB president, Mr. McDonald held that thousands of sales of receiving sets have been killed since this "premature publicity appeared" because the public has been led to believe that television for general use "is here". Every lost sale affects the NAB, he said, adding that independent broadcasters, manufacturers and dealers "have a common cause in telling the American public the facts and the truth about television".

Supplementing this, S. T. Thompson, Zenith executive, on May 6 addressed independent broadcasters, calling attention to Mr. McDonald's letter to Mr. Miller. He pointed out that the "major injury" to the public affects station operations in that it tends to stop the normal increase of station circulation which results from the purchase of new receivers. Stations were asked, if they agreed with Comdr. McDonald, to write Mr. Miller in order that he may be fully acquainted with the opinions of broadcasters in areas where television coverage because of technical, programming and economic obstacles, will not be available for years.

Mr. Miller advised Comdr. McDonald that the television subject had not been discussed by the NAB board during his tenure and that it would be taken up at the next meeting of the board of directors or executive committee, perhaps within the next month.

UNHEARD in the United States because it was relayed specially to Tokyo was a broadcast May 13 from CBS Hollywood headquarters designed to salute JOAK, of the Broadcasting Corp. of Japan, on the occasion of its removal to new studio and office quarters. Harry Simone, CBS composer and conductor, presented special arrangements of music as an accolade to JOAK, with the Japanese consul in Los Angeles translating the accompanying narration.

A SPECIAL 30-day test of television transmission in the 2000-2100 kc. band, operating with 500 watts from midnight to 6 a. m. only, was authorized by the FCC May 8 in a grant to Kalorama Laboratories Inc., Irvington, N. J.

ASCAP Declares Television Rights

Paine Is Authorized to Notify Members of Society Stand

CONCLUSION that the American Society of Composers, Authors & Publishers unquestionably holds control of the television rights of its members was reached by the ASCAP board of directors at its May 4 meeting at which time it authorized John G. Paine, general manager, to write to ASCAP members notifying them that all inquiries regarding television rights to any of their members must be referred to ASCAP for action.

The confusion in the minds of many members regarding television rights arose several years ago, according to Mr. Paine, who said that when the new membership contracts were being drawn up the word "television" was first inserted and later removed from these documents.

Reason for the removal, he said, was not to exclude these rights from the contracts, but to keep the contracts general and to avoid the necessity of including every individual form of performance right handled by ASCAP for its members.

All rights of public performance, regardless of the nature of that performance or the mechanism by which it is produced, belong to ASCAP, he stated. Although it is expected that long before television broadcasting changes from a novelty to an accepted form of entertainment ASCAP will be waiting for it with a set of license fees similar to those for sound broadcasting, no such action was taken at this meeting. George Meyers was elected secretary, filling the place left vacant by the recent death of Joe Young, and Oscar Hammerstein II was elected to the board to replace Sigmund Romberg.

ASCAP Requests NBC To Sign Television Pact

ALTHOUGH NBC has just started public telecasting and although its sustaining, experimental visual transmissions are considered by NBC to be anything but commercial, ASCAP has already notified the network that it has assumed the right of licensing the catalogues of its members for television use and that it would like a formal contract from the network.

John G. Paine, general manager of ASCAP, who discussed the question with Mark Woods, NBC vice-president, and with R. P. Myers of the network's legal staff, said that with television on a regular schedule and with RCA using the telecasts for demonstration purposes in connection with the efforts of RCA dealers to sell television receivers, television should properly be considered as having already embarked on its commercial career. No specific fee for the use of ASCAP music in television was suggested, but Mr. Paine voiced the feeling of his organization that an informal understanding would no longer suffice and that the matter of relationship between telecaster and copyright holder should be put into a legal document.

Missouri U Journalism Forum Includes Radio

RADIO invaded one of journalism's strongholds, the University of Missouri, Columbia, Mo., during the School of Journalism's annual Journalism Week, May 9-13. Featured in the radio departmentals were Harry W. Flannery, news director of KMOX, St. Louis; Erle Smith, newscaster of KMBC, Kansas City; and Robert L. Coe, chief engineer of KSD, St. Louis, and in charge of the *St. Louis Post-Dispatch* facsimile station, W9XYZ.

Also participating in other phases of the discussions were Mark Ethridge, general manager of the *Louisville Courier-Journal* and *Times*, operating WHAS, and Edson K. Bixby, vice-president of Springfield Newspapers Inc. and part-owner of KWTO-KGBX, Springfield, Mo. Talent from KWTO-KGBX furnished entertainment at the concluding banquet.

MAKING BETTER AMERICANS . . .

There's showmanship in our foreign language programs. And more. There's an Americanization message that builds sincere loyalty. Do Chicago's foreign-speaking Americans (more than 2½ million of them) know YOUR products?

WGES is first in English programs, too!

WGES

In The Heart of Chicago

Roosevelt Praises Radio, Raps Press

(*Continued from page 9*)

ible forerunner of centralization of all Government radio programs, both live and transcribed, in a single governmental agency.

Declaring that the country's first President — George Washington — charted the course for an enlightened public opinion, President Roosevelt said it has been followed consistently since his time. Institutions for the general diffusion of knowledge have been promoted in many ways, he pointed out, alluding first to the schools.

"The other most important institution for the diffusion of knowledge during the greater part of this period has been the press," the President said. "The Government's relation to the press has been different from its relation to the schools. Aside from some financial assistance, in the form of less-than-cost postal rates, the Government has supported the press chiefly by protecting its freedom. Whether or not we have the best schools in the world—and many of us think we have—it can hardly be disputed that we have the freest press. Government restrictions on the press amount to little more than laws to prevent the printing of obscene matter and articles calculated to incite rebellion. The press is as free as it cares to be or as its economic condition permits it to be."

And Now Radio

The President explained that now there has come into being another "great institution for the general diffusion of knowledge—the radio. Still in its infancy it already rivals in importance the schools and the press. The Government, as the peoples' agent, has had and has now a different relation to radio from that toward the schools and the press. It has encouraged and aided its development on the one hand, and on the other it has set up such controls of its operation as are necessary to prevent complete confusion on the air. In all other respects the radio is as free as the press."

Pointing out that the Government throughout the years has made available to the press information that is essential to the people, the President said there has been and there now is a limit to the amount of such information that newspapers can print.

An Additional Means

"Particularly is this true of newspapers published in cities of less than metropolitan size," the Chief Executive continued. "Newspapers are business institutions, living on advertising revenue, and they are apt to be as large or as small as the advertising volume requires or permits. This is true and must be recognized regardless of how seriously or how lightly an individual publisher may take his responsibility to keep the public fairly informed."

"So, the Government, in our time is turning toward radio as an additional means of meeting its obligation to the people. I have watched with interest and appreciation the manner in which the National Emergency Council during recent months has undertaken through the radio the diffusion of factual knowledge concerning Government operations."

Mr. Mellett interpolated that all of the NEC broadcasts have been on local stations as distinguished from network. For the most part they have been discussions between State directors and field representatives of various Government agencies, with the effort that of answering any question that may be in the mind of any citizen concerning any phase of the Government's work. He said that stations in 42 States now are cooperating with NEC and that 40 Government agencies already have made "reports to the people" by this means.

"It is hard for me," the President stated, "to conceive of any method of diffusing knowledge that would more exactly meet the purpose our first President had in mind, even though radio had not been dreamed of in his time. I am sure the heads of the Government departments will not fail to make good use of it. I like the idea of covering the broadcasts entirely factual in character and the effort to answer the questions in the minds of the people."

Entirely Factual

After Mr. Mellett brought out that hundreds of thousands of questions are put to various governmental agencies annually on their functions, the President closed:

"May the interest of the people in the Government never grow less. I am sure it will not, for the people know *the* Government is *their* Government. This is good work the National Emergency Council is doing, Mr. Director. Keep it up."

The second 15-minute NEC interview, between Secretary of State Cordell Hull and Mr. Mellett and dealing with activities of the State Department, will be released May 16. Other Cabinet members in order of seniority will be presented, to be followed by the heads of the various independent agencies.

Radio *vs.* The Press

Editorial in *St. Louis Post-Dispatch*

Many debates, both in journalistic circles and out, are waged on the subject of radio versus newspapers. Many observers feel that broadcasting of news bulletins undermines the circulation as well as the influence of the press. Others assert that the printed word will remain the major public stand-by, even among regular radio listeners.

An interesting light is thrown on the question by comparative figures just compiled by the circulation department of this newspaper. A new Pope was elected in 1922, another in 1939. News of both elections came in mid-morning. In 1922, there was no trans-Atlantic radio coverage; this year, broadcasts described the event in great detail. Yet the 1922 papal election sold only 1000 additional copies, while this year the extra sale was estimated at from 4000 to 5000 copies.

Analysis of this seeming paradox should go far toward settling the debate. Is it not probable that the radio reports, both before and after the event, served to whet public interest in the color and background of the election, and to create a desire for the more extended accounts and comment published in the press? The 1922 election, to be sure, had no such link with temporal affairs as was created this year by the Fascists' interest in the balloting. It may safely be concluded, nevertheless, that radio is enlarging the audience interested in news developments, and that many in that audience seek in the newspapers amplification and discussion of what they hear in the broadcasts.

THE CALIFORNIA RADIO SYSTEM BLANKETS THE STATE

A STATION IN EACH OF THE NINE LEADING MARKETS

KFWB—HOLLYWOOD KFSD—SAN DIEGO KMJ—FRESNO
KSAN—SAN FRANCISCO KFOX—LONG BEACH KWG—STOCKTON
KTMS—SANTA BARBARA KFBK—SACRAMENTO KERN—BAKERSFIELD

MAIN OFFICE: SACRAMENTO, CAL.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

WBNY, Buffalo local on 1370 kc., has applied to the FCC for fulltime, asking for the specified hours now assigned to WSVS, Seneca Vocational School station operating part time on that frequency.

Chicago Tribune Urges Property Right in Wave To Prevent Air Chaos

DECRYING what it characterizes as "a feudal radio law", the *Chicago Tribune*, operator of WGN, in a recent editorial commenting on the report of the FCC committee on proposed regulations recommending one-year licenses, called for a protection of "the property right in wavelengths" rather than extension of license periods as "the easiest and best way to prevent 'chaos in the air'". The editorial stated the licensing arrangement "has had the expectable effect of terrorizing the broadcasters" for fear they would lose their large investments "if the station in any way earns the displeasure of the bureaucracy".

The *Tribune* editorial also paralleled the Government's licensing of broadcast facilities with the license-control of the press instituted by Henry VII in medieval England, declaring flatly that "the whole licensing system is fundamentally wrong, and it cannot be made acceptable to a free people or be made to serve the purposes and desires of a free people", and that "our little Tudors assert overlordship of the air, as if the bureaucracy rather than Hertz, Marconi, DeForest and others had invented radio, and as if the pioneer broadcasters had not originated their wavelengths and were not entitled to them by natural right".

"The easiest way and the best way to prevent 'chaos in the air' is to recognize the property right in wave lengths," it concluded. "The incompetent would not last long and their places would be taken by the competent, as in other fields."

New Ultra-High Service Is Inaugurated by WSM

LATEST of the ultra-high frequency stations to begin regular program operation is W4XA, satellite of WSM, Nashville, operated by the National Life & Accident Insurance Co. Beginning its regular schedule in April, the station operates on 26,150 kc. and will experiment with the efficacy of shortwaves for local broadcasting. Installation of the equipment, was under the direct supervision of J. H. DeWitt Jr., WSM chief engineer with the transmitter located in the same building that houses the WSM auxiliary transmitter.

The station is running a regular schedule of 35 hours per week, going on the air from 11 a. m. to 1 p. m. and from 6:30 until 10 p. m. Monday through Saturday. It also operates 3:45 until 4:30 p. m. every Monday, Wednesday and Friday. There are no Sunday broadcasts. Programs are purely classical music except for two news periods daily. Already, it was reported, responses from Nashville listeners have been most enthusiastic. Dealers have been unable to supply demand for shortwave converters which adapt standard broadcast sets to the station's frequency. Although it is designed for local reception, DX reports already have been received from the West Coast and as far away as Australia. Mr. DeWitt is directing the station activities, with Tom Stewart continuity editor, in charge of program planning and presentation.

Educational Series on Major Networks Revealed Marked Increase During Year

MORE than one-fifth of NBC's total program service during 1938 was educational in character, according to the annual program analysis recently released by the company. Marked progress in educational programs also was noted by CBS at the recent annual meeting of its Adult Education Board. Of the total 19,091 hours of network programs provided on NBC, 4,085 hours were devoted to educational material, 3,121 hours of which were sustaining, and 964 commercial.

Following is the analysis of the total time devoted by NBC to each program classification, with the time in each division devoted to educational material:

	Program Hours	*Educational Hours*
Music	11,089	1,035
Literature (and drama)	3,424	382
Talks, Dialogues	1,841	1,349
News, Resumes	658	658
Sports	342	----
Comedy	549	----
Women's	282	264
Children's	704	195
Religion	202	202
	19,091	4,085

Commercial programs consumed 29.6% of the total broadcasting time, with the balance, 70.4%, sustaining. Programs classified as talks and dialogues showed the greatest gain over other types with 9.7% in 1938 as compared to 7.9% in 1937. Musical programs accounted for 58.2% of NBC's total time on the air during 1938; drama amounted to 17.8%; sports, 1.8%; comedy, 2.8%; women's program, 1.5%; children's programs, 3.7%, and religious programs, 1.1%. The following table shows the sponsored and sustaining programs broken down for NBC's two networks:

	Red Hours	*Blue Hours*	*Total Hours*
Sponsored	4079	1572	5651
Sustaining	5740	7700	13440
	9819	9272	19091

A summary of the 1938 programs produced on NBC is also shown in the program analysis, with New York as the foremost origination point and Chicago, San Francisco, and Hollywood following. New York originations led all others with a total of 6,947 hours or 36.4% of the total time. Chicago showed 4,366 hours or 22.9%; San Francisco, 3,042 hours, or 15.9%, and Hollywood, 1,567 hours, or 8.2%. The breakdown for sponsorsed and sustaining programs for the four top origination points, by hours, follows:

	Sponsored	*Sustaining*	*Total*
New York	2442	4505	6947
Chicago	1678	2688	4366
San Francisco	367	2675	3042
Hollywood	919	648	1567

Sterling Fisher, CBS director of education, said total hours devoted to educational programs in 1937 were 897 as compared to 1,225 hours in 1938, in reporting to the Adult Education Board. Further increases were recorded for the first quarter of 1939 as compared with the same period for 1938. Under the general heading of education, CBS broadcast 328 hours during January, February and March, 1939, compared with 286 hours in the first quarter of 1938. Religious broadcasts for the same periods rose from 24½ hours in 1938 to 40 hours in 1939; news and public events increased from 36¾ hours to over 63 hours; and agricultural broadcasts rose from one hour in 1938 to 20½ hours in 1939.

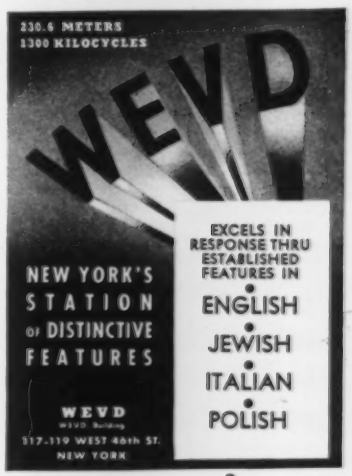
Some of the principal classifications and hours devoted to them in the CBS report for 1937 and 1938 follow:

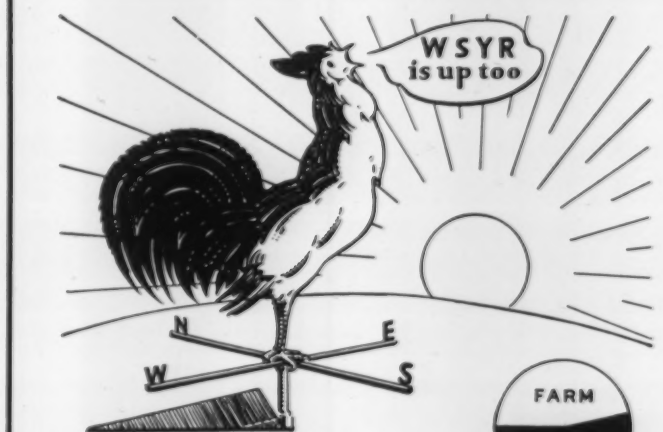
	1937	*1938*
Science	37	60¼
Drama	117	153
History and travel	43¾	73
Religious	109½	116
Public Affairs (at home)	40	54½
Public Affairs (abroad)	11¾	78¾
Labor and Industry	34¾	35
Current Events	297¼	347
General	33½	51¾
	724½	969¼

A NEW local station on 1310 kc. in Hot Springs, Ark., is sought in an application filed with the FCC by Howard A. Shuman, of WHBB, Selma, Ala., in association with Clyde E. Wilson, Hot Springs furniture dealer.

FTC Stipulation

THE Federal Trade Commission announced May 12 that Procter & Gamble Co., Cincinnati, has entered into a stipulation to cease advertising "that the use of Camay soap will keep the skin young; that no other soap can compare with Camay for cleansing the skin, or that Camay 'reaches down to the pores'. While not abandoning its right to claim that its product may be used safely upon sensitive skins generally, the respondent company agrees to cease representing directly or by implication that Camay soap 'can't irritate the most sensitive skin' or using any other claim which may imply that it is non-allergic."





FARM
CITY

For a Simple reason: Briefly . . . .

Some 40-odd per cent of WSYR's listeners are farmers, and these folks rise and shine with the sun. So we're up too, broadcasting interesting news flashes and lively program material. And we stay up . . . for 18 hours . . . with wide-awake programs of both NBC Red and Blue Networks and the best of the local crop. That's why WSYR harvests more sales for you . . . it has more listeners! Cultivate this rich market with your sales story on WSYR and get a pleasant surprise.

WSYR
SYRACUSE
570 Kc.

WOW

590 Kilocycles
John J. Gillin, Jr., Mgr.
★ On the NBC Red Net ★
OMAHA, NEBRASKA

BAR GROUP STUDIES COURT BROADCASTS

AGREEING that court trials do not usually make good broadcast material, committees representing the American Bar Assn. and the NAB at a meeting in Washington May 12 concluded that general standards might well be drafted to govern such broadcasts. The contention of NAB spokesmen that radio should have equal rights with the press insofar as court reporting is concerned was agreed to by the bar representatives.

The groups decided that reports would be formulated for presentation to the respective conventions of the bar association and the NAB, which occur in July, with the broadcast industry to adhere to the conclusions. It was felt that no hard and fast restrictions should be placed on court broadcasts and that the way should be left open for such programming in the event it is construed in the public interest by the particular court.

The bar association committee was represented by Giles J. Patterson, Jacksonville, chairman; Alfred A. Cook, New York; E. Smythe Gambrell, Atlanta; Oscar Hallan, St. Paul. Judge Hershel Arand of the Circuit Court of Appeals in Cincinnati, chairman of the association's ethics committee, also was present. Representing the NAB were President Neville Miller; F. M. Russell, NBC vice-president; Philip G. Loucks, former NAB managing director; Donald Beelar, Washington attorney; Edwin M. Spence, NAB secretary-treasurer.

Commissioner Thompson Shows Interest In Monopoly by Newspaper Ownership

CONCENTRATION of newspaper and broadcasting facilities in an identical group in a community will draw the opposition of Frederick I. Thompson, new member of the FCC, if the nature of his questions at FCC proceedings are indicative of his views.

During oral orguments May 11 on the application of the *Decatur* (Ill.) *Herald* and *Review*, which own 49% of WJBL, Decatur, and which seek to acquire the remaining 51% from Charles R. Cook, Commissioner Thompson, himself an Alabama newspaper publisher, led the questioning. Observing that newspapers owned by the same interests in a community have required advertisers to use space in both morning and afternoon editions, he inquired whether it would be possible in the Decatur situation for the owners of the newspapers and the station to force the use of time on the station in addition to newspaper space. He directed his questions toward the competitive situation as between newspapers and stations generally.

George O. Sutton, WJBL counsel, brought out that the newspaper owner had testified before the FCC that combination rates for the newspapers and the radio stations would not be invoked. Thus the Commission would have a basis on which to take punitive action in the event dual rates were introduced, he contended. The newspapers would pay $7,600 for the remaining Cook interest.

Former Examiner P. W. Seward had recommended denial of the transfer, holding that the newspapers would have control of all media in Decatur for the dissemination of news and advertising. Mr. Sutton argued, however, that the FCC has no jurisdiction since the question of monopoly is reserved by statute to the courts. The Commission, he declared, has no jurisdiction whatever over newspapers and must base its decisions on the public interest showing. Until there is legislation, he contended, which specifically delegates to the Commission jurisdiction over matters of that nature, the Commission is constrained to take into account only those factors brought out in the record.

Observing that only five of the seven members of the Commission were present, Mr. Sutton objected to the participation of the absent members (McNinch and Brown) in the decision.

NAB 'Free Offers' Lists RCA Series

UNDER the "free offers" heading in its May 12 bulletin to member stations, the NAB listed RCA Mfg. Co. in connection with programs featuring Victor records. The Association stated that in its opinion "advertising Victor records without compensation would constitute violation of the NAB Code of Ethics." In reply it was pointed out by RCA Mfg. Co. that stations are compensated.

Explaining that it had asked RCA for a statement on its arrangements with stations for the broadcasting of records, the NAB published the text of the RCA reply received from T. F. Joyce, vice-president in charge of advertising. The NAB prefaced the RCA letter with its observation regarding the Code of Ethics.

Mr. Joyce said RCA uses three types of Victor record broadcast activities. These he enumerated as network, via the *Magic Key* program on NBC; commercial popular Victor record programs in about 35 markets, and *The Music You Want When You Want It*, which he declared was being carried by a number of stations "at their own request".

"No charge is made by our company to the station for the use of this program of the foremost music as performed by the world's greatest artists", the Joyce letter stated.

As the RCA record business has continued to grow, the company has invested increasingly large amounts in broadcast advertising, Mr. Joyce brought out. Total investment for this year in actual payments for time, exclusive of the *Magic Key*, he said, will be approximately $500,000. Pointing out that RCA is the only record manufacturer investing any money in broadcasting, he said it was his hope and expectation that payments next year to stations for time "will be double this year's payments".

NAB Convention

(*Continued from page 12*)

will probably entail considerable floor discussion, since it is recognized that voluntary enforcement of a self-imposed code is difficult. What punitive provisions might be involved likewise presents a real problem. Expulsion from NAB membership is expected to be one of the prime considerations for gross transgressions.

Program Standards

The new program standards will be discussed by President Miller in conjunction with the annual convention of the Advertising Federation of America in New York June 20. Under the plan, Mr. Miller will present the code at the meeting of the NAB Sales Managers Division to be held coincident with the convention, and presided over by Craig Lawrence, sales manager of Iowa Broadcasting System, chairman of the division. Reaction of advertisers themselves to the proposals regarding children's programs, limitations of commercials and types of acceptable accounts will be brought into the discussion.

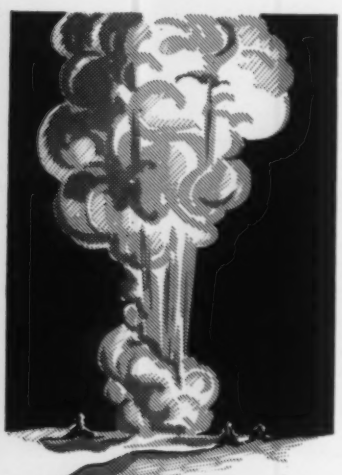
Following presentation of the proposed program standards, it is planned to adjourn the main convention for individual group discussions. In that manner it is felt a complete industry cross-section will be procured and there can be no complaint of "railroading".

The final day, July 13, will be given over to "clean-up" matters. Key reports, such as those on the musicians situation, labor generally, and television probably will be taken up from the floor.

The first day—July 10—will be turned over to group meetings, such as the National Association of Regional Broadcast Stations, National Independent Broadcasters, Clear Channel Group and Independent Radio Network Affiliates. Various committees also will meet, along with the district directors who will bring in nominations for the six directorships at large—two each to represent local, regional and clear channel stations.

At a luncheon July 10, the Sales Managers Division will discuss the Bureau of Radio Advertising, proposed as a service group within the NAB to accelerate radio advertising. The discussion will be in the nature of a sales clinic, with the afternoon devoted to general sales matters.

Advance registrations, according to Edwin M. Spence, NAB secretary-treasurer, indicate a record attendance. Headquarters will be at the Ambassador Hotel.



Old Faithful
KRBM
The Yellowstone Park Station
Bozeman, Montana

Thousands of tourists going to both Fairs will stop at Yellowstone. Tell them your story thru KRBM—

Another Bonus Station
With KGIR, Butte, Mont.

WBAL
means business
in Baltimore

KFRU
COLUMBIA, MISSOURI
A kilowatt of power on 630 kc. daytime with 500 watts at night.
A Sales Message over KFRU Covers the Heart of Missouri

Gotham Stations Get Fair Demand

Programs to Be Delivered to Telephone Patchboard

DEMANDS of New York City's 14 independent broadcasters on the World's Fair management have been met 100%, according to Herbert L. Pettey, general manager of WHN and chairman of the broadcasters' group. Chief concession by the Fair was its agreement to feed all special events programs originating on the grounds to the central switchboard of the New York Telephone Co. at the Fair. Each station will make its own arrangements for routing the programs it desires from this switchboard to its transmitter.

Suitable to Fair

Meeting in Mr. Pettey's offiee April 28, the group had notified John S. Young, radio director at the exposition, that all broadcasts offered officially by the Fair to the stations "must be prepared, presented and delivered to the New York Telephone Co. patchboard at the expense of the Fair." Otherwise, the stations said, they would carry no further official Fair programs beyond their present commitments, with May 5 as the final deadline. It was specifically stated that "this action is not directed at your (Dr. Young's) office but is directed at the policy of the World's Fair Corp." Letter was signed by WHN WMCA WNEW WQXR WOV WBIL WINS WLTH WWRL WHOM WBBC WBNX WEVD WARD.

A spokesman for the World's Fair stated that the conclusion was entirely satisfactory to the Fair, which, he said, had in April made an offer of this service to the stations only to have it rejected by them. "There is no controversy," he declared, "only a misunderstanding. The Fair has always been willing to render this service to stations who cooperate with it by broadcasting its official events." Each station will be guaranteed 10 hours a week of World's Fair programs, he stated.

Transatlantic Facsimile

CANADIAN MARCONI Co. will inaugurate Transatlantic facsimile service with the visit of the King and Queen to America, sending pictures of the royal visit over recently installed facilities in Canada and England. Transmission will be between the Marconi beam wireless station at Drummondville, Que., and the receiving station at Somerton, England, where the pictures are to be relayed by land lines to London.

RADIO ATTRACTIONS Inc. announces that it has placed its *Fu Manchu* series on three Georgia stations—WATL, Atlanta; WRBL, Columbus, and WGPC, Albany. The Sax Rohmer series is now reported starting or scheduled to start on 75 stations.

WORK, Newark, announces that all broadcasts by Uncle Don, conductor of a daily children's program, will originate from the New Jersey Bldg. of the New York World's Fair as soon as the studio located there has been completed and the building has been dedicated, set for May 30.

Television Impresses the Public

(Continued from page 16)

on the half-dozen receivers in the space. There is a constant line of about 200 people waiting to get into the room at all times, GE reports, even when the sets are merely picking up the movies broadcast by NBC during the day, and whenever one of the tele-interviews is being staged the place is mobbed. Each of the interviews takes about 15 minutes and they are scheduled at the rate of two an hour, but so great has been the interest that at times they are run continuously for several hours in order to satisfy the throngs of visitors.

There is a similar setup at the Westinghouse Bldg., which is also equipped with a studio and about six receiving sets. Here, however, the interviews are kept to two minutes each, enabling members of a party to watch one another on the receivers without holding up traffic too long. On Saturday, May 6, Westinghouse officials estimated that 60,000 people witnessed the television demonstrations.

Crosley sets are on display in the building housing this company's exhibits and are attracting a great deal of attention, according to Joseph Reis, educational director of WLW, in charge of that station's broadcasts from the Fair. When the laboratory in the Crosley Bldg. is completed, probably about the end of May, he said, they will also put on television programs, but at the present they are merely demonstrating the sets by picking up the NBC telecasts. Mr. Reis also reports a great interest among visitors in the facsimile display, with many visitors comparing the two types of visual broadcasting.

Few Sets Sold

Although a tremendous amount of public interest has been shown in television sets now on sale in many of New York's department stores, few sales figures are available of actual sets sold, according to telephone inquiries made by BROADCASTING. Large crowds have gathered daily about the television displays, averaging from 150 to 1,200 per hour according to the size of the store and estimated on a typical business day. Sets offered include RCA, Westinghouse, DuMont, Andrea, American Television Corp., and R. H. Macy's own receiver equipment.

Dealer criticism of the current entertainment as well as complaints of the inconvenience of NBC's schedule from 11 a. m. to 4 p. m. were reported by George Jellenik Jr., promotion manager for Bloomingdale's department store. Great interest has been shown in the store's television exhibits shown every half-hour, but few sets have been sold, according to Mr. Jellenik, who added that customers who could only be assured a few hours of evening entertainment a week were not favorably inclined toward buying television sets, especially while the cost was still high.

Bruno-New York, distributors for RCA sets, reported that more of the higher priced sets had been sold than any others. Several stores, including Abraham & Straus, Wanamaker's and Sachs, reported that they have had a large number of inquiries about the sets but have made no sales.

Sales of Du Mont tele-receivers have been "extremely satisfactory" according to M. W. Loewi, vice-president.

RMA Convention Plans

COMMISSIONER T. A. M. Craven of the FCC and President Neville Miller of the NAB will be principal speakers at the annual convention of the Radio Manufacturers Association in Chicago June 13-17. They will address a luncheon on the opening day.

FULL UNITED PRESS SERVICE JUNE 1ST

7:15 A. M.	Open
9:15 A. M.	Open
12:15 P. M.	(Texaco)
3:15 P. M.	Open
6:15 P. M.	(Texaco)
9:15 P. M.	Open

A Ready Made Audience At Low Cost

KGVO

5000 w. Day — Missoula
1000 w. Night — Montana

CBS Affiliate

serving that territory between Butte and Spokane.

THE VOICE OF MISSISSIPPI

WJDX

1000 N. 5000 D.

JACKSON

N.B.C.

Mississippi Checks UP

Since 1937 the value of Mississippi's industrial products has increased 58% . . . industrial wage earners 28.6% . . . industrial wages 43.9%.

Federal revenue collections for the last fiscal year were up 42% . . . Gas tax receipts during the tourist month of March, 1939, were 62.9% greater than for the same month three years ago . . . Since 1930 Mississippi has led all Southern states in tractor purchases.

Check WJDX for your next advertising schedule. Mississippi's Dominant Radio Station gives you an "up and coming" market.

Owned and Operated By

LAMAR LIFE INSURANCE COMPANY

JACKSON MISSISSIPPI

Some Gang!

WWVA

22,787 - - - -

WWVA listeners, filled to the brim with white-heat enthusiasm, packed seven auditoriums in as many towns within a 100-mile radius of Wheeling and in as many consecutive nights, to applaud our SIXTH ANNIVERSARY GOOD-WILL TOUR. Such was a tribute to radio station popularity that has come to so few engaged in a business that produces thrills on end for the successful.

Such Popularity Cannot Be Rightfully Denied!

5,000 WATTS AT WHEELING, WEST VA.

COLUMBIA Station at Eleven-Sixty on 2,085,666 Radio Dials

JOHN BLAIR CO. — National Representatives

Acme Feed on 4

ACME FEEDS, Forest Park, Ill., has started a varying schedule of one and two-minute announcements on WLS, Chicago; KSD, St. Louis; WIRE, Indianapolis; WHO, Des Moines. Stack-Goble Adv. Agency, Chicago, handles the account.

A REUNION to celebrate Rudy Vallee's 500th broadcast for the same sponsor, Standard Brands, will be held May 18 during his regular *Variety Hour* on NBC-Red, by prominent alumni of the program.

WFBL

SYRACUSE

AVAILABLE!...

Strips on NEW

Live Talent Show

Cash in on this NEW fast-moving *live talent* show—the WFBL musical clock, featuring the WFBL Minute Men, on the air every morning 7 'til 9, Monday thru Saturday. Returns for the first week's program show listeners in 209 cities and towns in 23 counties. Proved appeal. For rates and time available, write or wire

WFBL
Syracuse, N. Y.
or Free & Peters, Inc.
National Representatives

NBC's Summer Interval Method

(Continued from page 14)

weeks for a total of but 39 weeks, the 28% rate on the 4.5 no-charge weeks ($13,860) will be rebated only if, as, and when the program continues regular weekly broadcasting to 52 weeks including the Interval, or 45 weeks of regular broadcasting.

Comparison with CBS

While much more complicated than the CBS plan, NBC sales executives express the belief that their arrangement is fairer in some respects. For instance, they point out that the CBS Hiatus Policy curtails the maximum discount for larger advertisers (CBS sets $1,500,000 as the dividing line) from 25% to 20% for programs for which vacations are taken. This, says NBC, has the effect of costing an advertiser more for a short vacation than for a long one, as the advertiser who takes only four weeks off loses his 5% discount on a 48-week period, while the advertiser who takes eight weeks off loses his 5% on only 44 weeks.

Since the CBS "earned hiatus" depends on the size of the network and the CBS weekly discounts on the number of station-hours used each week, while NBC's intervals and discounts are both figured on a dollar basis, it is not possible to compare the two systems absolutely. However, by assuming that an advertiser spending $10,000 weekly for a 15-minute program series uses enough stations to entitle him to the maximum (8 weeks) hiatus on CBS and to the same interval on NBC, it is possible to compare the net results on the two networks as follows:

If his total network advertising entitles him to the maximum (25%) discount, then if he keeps this program on the air the year 'round without interruption its cost on either NBC or CBS would be $520,000 less $130,000 or $390,000. If he takes a 4-week vacation on CBS, the cost of his 48 weeks on the air totals $384,000 ($480,000 less than 20% maximum discount of $96,000). The same period on NBC would cost him $371,200 ($480,000 less 25% or $120,000 equals $360,000, plus 28% of $40,000 or $11,200). Therefore, for this particular program, 48 weeks on the air and four weeks off would cost its sponsor less on NBC than on CBS.

Eight-Week Vacation

If an 8-week layoff is taken, however, the case is reversed. The 44-week series on CBS would cost $352,000 ($440,000 less $88,000). On NBC the 44 weeks would total $352,400 ($440,000 less $110,000 plus $22,400), or slightly more than on CBS. In general, the two systems balance out, with the advertiser paying just about as much to either network for the privilege of laying off without forfeiting his period.

A minor difference between the NBC and CBS plans is that NBC asks for 40 days notice of a vacation, while CBS demands 45 days, in both cases the advertiser being required to submit with his notice an order for at least 13 weeks following his lay-off period. Like CBS, NBC permits advertisers to take more than the "earned" vacations on payment of full time charges for the resumption network, although NBC limits total time off to 13 weeks, while CBS does not set any limit. Neither network permits billings for Canadian Broadcasting Corp. stations to be included in figuring gross billings.

Sweetheart's News

MANHATTAN SOAP Co., New York (Sweetheart Soap), on May 1 started thrice-weekly news programs entitled Bob Garred's *Streamlined Headlines* on KSFO, San Francisco, and a local news commentator on KMOX, St. Louis. On May 15, the company starts similar news programs three times weekly on WCAE, Pittsburgh, WHO, Des Moines, and news by Fletcher Wiley on KNX, Los Angeles. Franklin Bruck Adv. Corp., New York, placed the account.

Shoe Soap Test

ALLEN BURNS Co., Buffalo (Relewite shoe soap) on June 5 will begin a test campaign with a 15-minute program titled *Scrambled Proverbs* on WKBW, Buffalo, placed for 13 weeks through Ellis Adv. Co., Buffalo and Toronto agency.

UNIONS CONTESTING TELEVISION RIGHTS

QUESTION of which talent union will have jurisdiction over the actors employed in the new field of television was the subject of an all-afternoon session of the executive board of the Associated Actors & Artists of America, parent body of all AFL actor groups, held in New York May 5. Meeting passed a resolution on the subject to be referred to certain of these branch groups and reported back to the AAAA board for final action on May 15, but it also passed another resolution prohibiting any statements regarding the debate or the action until after this follow-up session. While this ban has blocked any official expression on the subject, general feeling is that Actor's Equity Association, oldest of these talent unions, was awarded control of the television field.

Blow to AFRA

If the consensus that television was awarded to Equity is correct the decision will come as a blow to many members of AFRA who have felt that the close association of television to sound broadcasting gave this union an inherent right in the field. Equity, however, has always maintained that when television came of age Equity would control it, and has insisted that in waiving its rights to radio and assisting in the formation of AFRA it was in no way dropping its claim to this new type of entertainment. The interest of the motion picture industry in television and the possibility that films may form an important part of the program fare have also led some observers to believe that the Screen Actors Guild will try to have television placed under its control.

With these conflicting claims it had been expected that the AAAA might debate the question for an extended period before reaching a decision. And if the verdict has gone to Equity at this time, there is always the possibility that as television develops it may recruit its own personnel to the extent that eventually a separate branch of the AAAA may be organized exclusively for television talent.

Every WEEKDAY

***67 ADVERTISERS**

(Local and National)

***use* CKLW · 5000 WATTS**

to completely cover the Detroit Market

DETROIT—3300 Union Guardian Bldg.—Cadillac 7200

NEW YORK—JOS. H. McGILLVRA—366 Madison Ave.—Vanderbilt 3-5355

CHICAGO—GEORGE ROESLER—400 N. Michigan Ave.—Whitehall 4262

*April Average

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

Vacationists, Alone, Spend $40,000,000 Yearly, in Connecticut

Definite sales are assured when you use WDRC to reach this large potent market.

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives
PAUL H. RAYMER COMPANY

Network Television Near Lohr Observes; Foresees Big Production Expense

TELEVISION network broadcasting may be nearer reality than most radio men assume, according to statements by Lenox R. Lohr, NBC president, at a press conference May 3 before his address to the Chicago Bankers' Club. Particular stress was placed on the recently developed microwave booster station for retransmitting television frequencies.

"It is feasible to place such automatic booster stations at 15 mile intervals across the country between cities", he said. "The stations would cost about $500 each and would be unattended. They are small and compact, need only a small tower for operation. We believe that little fidelity of a picture televised in New York and sent to Chicago by boosters would be lost."

It is now possible to "pancake" the television beam without a "feedback" Maj. Lohr continued, and it may well be possible to send sound, television and facsimile on the same ultra-high frequency at the same time. The system of automatic booster stations would prove much less expensive and more feasible than the coaxial cable, he said.

High production cost was listed as a major obstacle to national television by the NBC president. He estimated that a 15-minute television film would cost $15,000. At least 30 technicians and actors are required to stage a television show as compared with the four technicians and actors who can put on a successful radio broadcast, he stated.

Although NBC has options on several of the tallest buildings in Chicago [BROADCASTING April 1] no plans are being made by NBC for television in the near future in Chicago, he said. The immediate future of television, he concluded, depends on the public's reaction to the sale of television sets which was opened May 1 in conjunction with the regular television schedules for the New York World's Fair [BROADCASTING, May 1].

GE Names Brandt

ARTHUR A. BRANDT, formerly radio advertising manager of General Electric Co., has been appointed manager of merchandising services for the company's radio and television division. Fred A. Ray has been appointed manager of radio sales in the same division, after working as Cleveland radio sales manager for G-E. Henry A. Crossland, formerly manager of technical sales and service for the company, becomes the company's first manager of television sales, and is succeeded by Philip R. Butler, former supervisor of field technical service and quality control. Charles R. Barhydt, of the G-E engineering staff, was named commercial engineer for radio and television.

BECAUSE of the growing interest in television, particularly in the New York metropolitan area, RCA has issued an 18-page booklet entitled *Television*, which answers general and specific questions most frequently asked about the new development and outlines the part RCA has played in television.

Theater Television Plans

NEW YORK offices of Gaumont British Films are being remodeled to permit the installation of apparatus for the projection of television pictures on a screen 12x15 feet. Equipment, manufactured by Baird Television Ltd., subsidiary of Gaumont British, is similar to that which has already been installed in a number of English picture theatres and plans are progressing for similar installations in a few Broadway houses. Ian C. Javal, commercial director of Baird, who recently arrived in New York, is supervising the installation in the G-B headquarters, which is expected to be ready for demonstrating about the end of May or early in June. He is already showing reception on the Baird home receiver, which may be placed on the market in America later this year.

Earle C. Anthony Gets Site for Video Station

EARLE C. ANTHONY Inc., operator of KFI-KECA, Los Angeles, has leased the 14th floor of Bekins Van & Storage Bldg., Santa Monica Blvd. and Highland Ave., for an experimental visual broadcasting station. Lease includes two 125-foot towers already atop the structure. One will be for visual and the other for sound transmission. Anthony on March 25 filed an FCC application for an experimental visual broadcasting station to operate with 1000 watts on 42,000-56,000 kc. [BROADCASTING, April 1].

Entry of Earle C. Anthony Inc. into the televising field follows announcement recently by Don Lee broadcasting System of plans for expansion of its visual broadcasting operations by moving W6XAO from downtown Los Angeles to a 20-acre Hollywood mountain site [BROADCASTING, April 15]. Don Lee network at present is televising a five-day weekly schedule of programs over W6XAO and recently made FCC application for a San Francisco experimental television station.

May Co., Los Angeles department store, is the first West Coast non-radio concern to apply for an FCC television construction permit and is seeking a 1000 watt outlet to operate on the 60,000-86,000 kc. band. The firm states it plans to erect the experimental station on top of its new $2,000,000 building now under construction at Fairfax Ave. and Wilshire Blvd.

KFEQ

ST. JOSEPH, MO.

"The Midwest Market Station"

ANNOUNCES:—

Two additional hours of nighttime broadcast service to St. Joseph, Missouri's third largest market, and its rich agricultural trade area.
6:00 A.M. to 9:15 P.M. Daily
680 KC

National Representatives

KELLY-SMITH CO.

New York Chicago
Detroit Atlanta

FCC Television Report

(*Continued from page 61*)

sion that its system was adaptable for that type of transmission.

On May 2, W. B. E. Norrens, president of Majestic Radio & Television Co., Chicago, conferred with the committee and, it is understood, advocated a slowing up of the sale of television receivers to the public. This view is consistent with the position taken by Zenith's president, Comdr. E. F. McDonald Jr., who has contended that great injury has resulted from the "premature" ballyhooing given visual radio.

Powel Crosley Jr., president of Crosley Corp., James D. Shouse, vice-president in charge of broadcasting, R. J. Rockwell, technical supervisor of Crosley, and J. R. Duncan, television engineer, on May 3 conferred with the committee in connection with Crosley experimentation in television. The company has pending an application for a new telecasting station in Cincinnati but is at present experimenting in the laboratory and in television programming technique.

Robert Robbins, vice-president and secretary of Wald Radio & Television Co., New York, also conferred with the committee May 3. He claimed that his company has a narrow band definition system of a revolutionary nature. Mr. Robbins formerly was representative of independent motion picture producers in fighting sound film patents several years ago.

Announcers' School

SCHOOL for staff announcers, with class meeting every Monday afternoon, has been set up by WPEN, Philadelphia. With the station carrying programs in three foreign languages—Italian, Polish and Jewish—WPEN department heads serve as authorities in their respective fields during the discussion of correct pronunciation of names in the news. To give announcers necessary background for rapid news broadcasting, a forum on the big news of the week also is held. Thomas B. Smith, WPEN program director, is directing the school.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

SPRING is here and Summer is just around the corner. So NOW is the Time to start a campaign to get your share of *profitable* Summer business from our "Friendly Family" of 1,500,000 Italo-Americans. Then you will be able to keep cool while the heat and your *sales* shoot up in our Summer-Proof Italo-American market.

WOV NEW YORK 1000 WATTS

THE INTERNATIONAL BROADCASTING CORP. NEW YORK

WBIL NEW YORK 5000 WATTS

Liebmann Using 8

LIEBMANN BREWERIES, Brooklyn, on May 15 starts a 26-week campaign for Rheingold beer using the half-hour transcriptions *Calling All Cars*, produced by Tested Radio Productions, New York, weekly on WTAR WSVA WTBO WSAL WFMD WSCS WIOD and WMBG. Lord & Thomas, New York, places the account.

PROMOTING for its restaurant clients, the Mrs. Smith Pie Co., Philadelphia, is sponsoring nightly quarter-hour programs, *It's Restaurant Time*, on WFIL, Philadelphia, designed to encourage "eating out". Richard A. Foley Agency, Philadelphia, handles the account.

FOR SALE

1 - 6B Western Electric 1000 - watt Broadcasting Transmitter complete with motor generator sets, added high voltage rectifier and tubes. Complete inventory may be had on request.

Address all inquiries to
Box A373, BROADCASTING

Palen Cleaned

ON HIS WAY to WIL to conduct a program promoting the clean-up paint-up campaign of the St. Louis Chamber of Commerce, Gil Palen, WIL announcer, recently parked his car near the station. As he was leaving the auto, two thugs stuck revolvers in his ribs and ordered him back in the car, forcing him to drive to the South end of the city, where they relieved him of both his wallet and vehicle. They were about to tie him up when he explained that a cast of 35 people were waiting for him at the WIL studios. After a brief conference, the bandits decided not to truss him up. Free once more, Palen found a cab, and finally made the station with five minutes to spare. Later police found the auto but not the wallet.

A LOG of international shortwave broadcasting stations of the world, showing frequencies, powers, call letters and locations of more than 700 stations operating in bands from 6,000 to 27000 kc., was released by the FCC recently.

WARNING!

PURSUANT TO EXISTING COPYRIGHTS AND TRADE MARKS owned and registered by

THE LONE RANGER, INC.,

Detroit, Michigan

and for the further protection of its radio sponsors, motion picture licensees, comic strip licensees, and also those licensees manufacturing and distributing the many articles of LONE RANGER merchandise, we issue the following notice:

WARNING IS HEREBY GIVEN THAT ANY PERSON, FIRM, OR CORPORATION,

who shall in any manner whatsoever, directly or indirectly, use or permit to be used the title, the characters, or names of any characters, appearing in THE LONE RANGER radio, motion picture, or comic strip adventure serials, entitled "THE LONE RANGER", or

who shall cause or permit

ANY IMPERSONATIONS

of the characters included in the dialog of the said "THE LONE RANGER," including Tonto and Silver; or who shall in any manner use commercially THE LONE RANGER'S distinctive call, "Hi-Yo Silver":
And any person who in any manner impersonates THE LONE RANGER or any of the surrounding characters

WITHOUT SPECIAL PERMISSION

of the undersigned, the copyright proprietor, will be prosecuted to the fullest extent of the law.
This warning is directed against and includes so-called personal appearances of spurious LONE RANGERS and/or any masked persons impersonating THE LONE RANGER and/or Tonto.

THE LONE RANGER, INC.
By: Geo. W. Trendle
President

This notice appearing in current issues of Photoplay—Broadcasting—Dept. Store Economist—Advertising Age—Billboard—Bakers Weekly—Radio Daily—Variety

Elliott Roosevelt Urges Strict Self - Censorship By Broadcast Industry

STRICT self-censorship of radio, to perpetuate it as a private enterprise, was advocated by Elliott Roosevelt, second son of the President and head of the Texas State Network, in an address May 11 before the Rotary Club of New York.

"There has been a lot of talk about censorship of radio," he said. "But whenever the Government takes a hand in censorship under any Administration, then you can expect to see the death of our democratic form of Government. On that day the radio will be used as a means of propaganda; it will then become the same weapon it is in such totalitarian states as Germany and Italy and we will have the same kind of Government that they do.

"We cannot hope to succeed in the rendition of this service to the people of the United States unless we impose self-censorship. If we overstep the bounds of fairness to both or all sides of a question, we will find ourselves playing a part in helping to break down our Government and, as soon as it steps in with censorship of radio, newspapers can expect the same thing."

Television, Mr. Roosevelt said, "is a long, long way from being an accomplished and new industry that can stand on its own feet." He added that the economics of visual radio have not been worked out and advised his listeners not to throw away their radios and buy television sets yet "although the unions are fighting about how they are going to unionize it."

Mr. Roosevelt reiterated previous statements urging a permanent "certificate of convenience and necessity" for stations in lieu of the present six-month license. He declared a franchise tax on radio licenses, if the levy was "not made destructive" would be supported by the industry.

MEMBERS of Congress and their wives and children, numbering 250, were guests of NBC May 11 at a demonstration of broadcasting and television arranged in their honor. It was their first stop in a weekend trip to New York that included visits to the World's Fair and the ships of the Navy anchored in the Hudson.

WBNX, New York, is opening each broadcast day by playing "Dawn of a New Day", New York World's Fair theme song composed by the late George Gershwin. Accompanying announcements signal the outstanding event of each day and the slogan, "For your entertainment fare patronize the New York World's Fair".

Radio at Music Camp

TWELFTH annual National Music Camp at Interlochen, Mich. will again feature a Radio Workshop in its summer curriculum, June 25-Aug. 20, along with a migration of the entire Camp to the New York World's Fair for a 10-concert series and inspection of radio and television exhibits. Among the radio personalities participating in radio instructon and producton at the Camp will be Blevins Davis, creator of the NBC *Great Plays* series, who will head a new drama department, with Stewart Bosley and Douglas Ferguson, both graduates of the Yale drama workshop as assistants. William D. Boutwell and Rudolf Schramm, director and music director respectively of the Radio Division of the U. S. Office of Education, will be in charge of radio at the Camp, assisted by Jerry Wiesner, of Michigan U.

New Pacific Parade

AFTER 10 successful years on the air, running five afternoons a week on KFRC, San Francisco, the half-hour *Feminine Fancies*, Don Lee network's oldest program, on May 15 changes its title to *Pacific Parade*. The new name was chosen from among 10,000 submitted in a recent contest, with Oscar Turner, of Long Beach, winning $25 for the new title. Among sponsors who have successfully participated in the program, now heard on 31 Don Lee stations, are Sperry flour, Hartz bird-food, Prudence Penny hash, Sherwin - Williams paint, Lipton's tea, Shasta water, Golden State dairy products and General Mills.

NEBRASKA'S MARKETING CENTER

KMMJ has moved to a most strategic and desirable marketing center — Grand Island, Nebraska. This livestock auction center of the Mid-west, with its million dollar railroad payroll, is the home of many prominent jobbers, wholesalers and manufacturers.

Thousands of old and new friends have heard our stronger signal from our new 330 foot Truscon vertical antenna and more efficient ground system. They are crowding in to see our new auditorium and meet their favorite radio entertainers.

We're now ready to give you "on the spot" help in adding new jobbers and dealers . . . pepping up established outlets . . . building additional consumer demand for your product. Let us tell you how it can be done.

KMMJ

GRAND ISLAND, NEB.
Randall Ryan, Mgr.
Rep. by Howard H. Wilson Co.

Active Calendar of Congress Keeps FCC Bills on the Shelf

Rail Measures and Reorganization Get Priority; Stalemate on Copyright Front; Moser Puts in Bill

By WALTER BROWN

AS CONGRESS rolls toward the hot days of summer, which usually bring adjournment unless there is some national catastrophe, the FCC reorganization bills continue to gather dust in committee rooms on Capitol Hill.

Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, has just reported one railroad bill to the Senate but two more are to come, and for this reason he will not hazard a guess when he will order hearings on his bill or that of Senator White (R-Me.), to reorganize the FCC.

Chairman Lea (D-Cal.), of the House Interstate & Foreign Commerce Committee, is burdened with the same railroad problem and is still waiting for the Senate to act on FCC legislation before his committee makes a move.

Wheeler Now Cool

Senator Wheeler, asked May 10 if he thought his committee would hold hearings on the FCC reorganization bills during May, replied, "I just can't tell you."

He continues to display a cooled attitude toward the FCC legislation that bears his name and if the Administration succeeds in securing an early summer adjournment the chances are the committee will merely direct a subcommittee to make a broad investigation and study of the problem of communications legislation and report back at the next session.

The Government reorganization orders are calculated to keep Congress in session until mid-July. Senator J. Byrnes (D-S.C.), however, has introduced a resolution to shorten the 60-day waiting period for the orders to hang fire on Congress before becoming effective. Passage of this joint resolution would pave the way for adjournment around July 1. Because of the international situation there is a large bloc anxious to keep Congress in session through the summer. The best adjournment guess at this time is Aug. 1.

Even though Congress stays in session until dog days, the Administration would have to apply heat to work through Congress an FCC reorganization bill unless an agreement could be reached between Democrats and Republicans. This is unlikely. With the President hoping for an early adjournment the Administration may agree to let the whole FCC subject go over until next session, with an investigation during the summer.

FCC Without Funds

One thing certain is that Congress must give some consideration to the FCC before the session is over or there will be no money. The FCC appropriation was eliminated from the independent offices supply bill because of FCC reorganization talk. With no action yet taken on the proposal, it is expected the House apporpriations will include the item in the third deficiency bill. Hearings on this bill have not begun.

Copyright Stalemate

The international copyright convention has again been jerked out of the Foreign Relations Committee to the Senate calendar but there appears little chance of its ratification at this session. A number of Senators oppose ratification unless there is copyright legislation to accompany it such as proposed in the Duffy Bill during the last Congress.

One Senator who considered reintroducing such a bill early in the session has not done so because he has been informed that even should the Senate pass the measure Chairman Sivorich (D-N.Y.) of the House Patents Committee, has said it would meet the same fate it encountered before his committee in previous Congresses.

That means being bottled up. And because of this the Senator frankly admits he does not care to get out on the firing line to be shot at by ASCAP, which bitterly opposed the Duffy Bill because it eliminated the $250 mandatory fine provision of the present law, when there was no chance of accomplishing anything. For this same reason he asked that his name not be mentioned when talking with BROADCASTING.

With one group in Congress opposed to the passage of copyright legislation and another opposed to ratification of the international treaty unless such legislation is enacted, the two measures appear to be definitely stalemated, at least so far as this session is concerned.

Moser Raps ASCAP

Meanwhile ASCAP was the subject of attack in a statement by Rep. Moser (D-Pa.) which accompanied the introduction of his bill (HR-6243) May 9 regulating the use of copyrighted works.

Rep. McGranery (D-Pa.) also introduced a copyright measure (HR-6160) which among other things would create copyright in phonograph records, extend the life of a copyright to 56 years instead of the present 28-year span, renewable for 28 years. Similar to other measures introduced in previous sessions the measure unquestionably will draw the fire of copyright users, including broadcasters, since it retains the $250 statutory minimum statutory infringement, and presupposes American adherence to the International Copyright Convention.

FCC as Arbitrator

Rep. Moser said his bill was designed to set up the FCC as the arbitrator of copyright invasion, the royalty payments for use, and permission to use copyrighted works where agreements between individuals cannot be reached and to remove such powers from ASCAP which he characterized as "a bunch of racketeers".

Mr. Moser said the bill was similar to a measure he introduced last year, which failed to get out of the Patents Committee. He stated he had introduced the bill because many entertainment interests in his home district, of which Reading is the largest city, had complained to him of ASCAP policies. He said the bill was drafted by the legislative counsel of the House to order to carry out the reform ideas covered in the complaints he had received.

The failure of copyright legislation to obtain Congressional approval in previous sessions is the factor that makes such legislation as is necessary in Mr. Moser's opinion. He said ASCAP, having failed in an effort to force musicians to pay tribute for copyrighted works, had "arrogated to itself without any right whatsoever" the power to control the use of music and lyrics by other entertainment agencies. "They've got everybody from the man who has a phonograph in his beer tavern to the big broadcasting companies by the neck," he said.

Must Prove Damages

He pointed out that under his bill if ASCAP wanted to obtain damages in excess of those awarded by the FCC for unauthorized use of copyrighted material it would have to take its case into the courts and prove the damages.

Whether he will personally press for action on the bill, Mr. Moser said, hinges on whether the broadcasting and other industries in the entertainment field will get behind it. "These people are great on complaining, but awfully short on action," he said. He pointed out that when the bill was before the Patents Committee last year it had the active opposition of Chairman Sirovich and said support was necessary for passage.

"I have not had the opportunity of discussing this measure with Chairman McNinch of the FCC, since he was not in office when I introduced my bill last session," Rep. Moser said. "Consequently, I cannot say whether he is for or against this move."

PAUL WAGNER, portly sports announcer of WPAY, Portsmouth, O., appeared on the station's children's program and was presented by the youngsters with this overgrown hamburger, weighing about five pounds and garnished with the slices of a whole onion. The 230-pound sportscaster actually came close to devouring the meaty morsel. Wagner handles play-by-play of the at home and away games of the Portsmouth Red Birds of the Mid-Atlantic League, sponsored by the Independent Retail Grocers of Scioto and Greenup counties.

Evans Fur Starts MBS Cooperative

EVANS FUR Co., Chicago, about July 15 will start a syndicated cooperative furrier program on the Mutual Network, keyed from WGN, Chicago. To run for 30 weeks, the half-hour program will feature the music of Harold Stokes, Don Pedro and Tom, Dick & Harry. As BROADCASTING went to press the program had been sold in five MBS markets to local furriers and will be sponsored by at least 12 furriers by the July opening, according to A. L. Meltzer, president of Evans.

One of the country's largest users of local spot, Evans Fur Co. since its start in radio in March, 1930, has sponsored a total of 2,690 hours on Chicago stations WCFL WLS WGN WMAQ WJJD WBBM WIND WGES WAAF. In July of 1930 the firm began its first radio series on WCFL and until 1934 spent 90% of its advertising budget on radio. In 1933 its radio appropriation totaled $40,000; in 1939 the sum will be approximately $100,000, with 75% of its advertising appropriation spent for radio programs.

The company has experimented with every type of radio program except dramatic serials and sports programs, and has used five weekly quarter-hour shows with half-hour shows on Sundays. Romantic music forms the best radio program to sell women a high-unit-per-sale item, according to Evans officials. The firm has never used "hot" or "swing" music, has emphasized light classical music and jazz. Particular emphasis has been placed on shows such as Frank Wilson's *Voice of Romance* on WBBM; *Don Pedro* of WGN, and *History in the Making*, half-hour Sunday show on WBBM.

Formed in 1932, the Evans Fur Coat Club now totals 13,000 Midwestern women listeners. The club is a plan for buying fur coats whereby a coat is selected and stored free of charge until the following winter. By that time it has been paid in full. During its nine years of radio, the company has broadcast no free offers or premiums and has aired no contests.

Evans opened in 1930 on the 12th floor rear of a State Street building. Using radio advertising almost exclusively, by 1933 the firm occupied the entire fourth floor of a centrally located State Street building, and in June of 1937 it moved into and doubled its former space area in Chicago's North American Bldg.

MAJ. EDWARD BOWES, impersario of the CBS *Original Amateur Hour*, will receive an honorary degree of Doctor of Laws from Villanova College at commencement exercises June 8 for "humanitarian and social service during his years in radio". Maj. Bowes also will address the 150 graduating students.

Late Personal Notes

CHARLES J. CUTAJAR, head of the advertising agency of the same name and for 11 years previously head of Cutajar & Provost Agency, New York, has joined Cowan & Dengler, New York, in an executive capacity, bringing all his accounts with him to the Cowan agency and discontinuing the Cutajar agency.

ARTHUR W. STOWE, veteran radio writer-producer, has been appointed CBS San Francisco production manager by Donald W. Thornburgh, Pacific Coast vice-president of the network. Stowe has taken over the post formerly held by Van Fleming who resigned some months ago to free-lance. Stowe has been in radio since 1924 and handled several network shows for Hays MacFarland & Co., Chicago. He came to the West Coast in 1937 to handle production of *Hollywood in Person* for General Mills.

WILLIAM L. SHIRER, CBS European representative, will sail from Liverpool June 13 aboard the new *Mauretania* for a vacation in the United States. Arriving in New York June 23, he will broadcast twice while en route.

GILBERT SELDES, CBS director of television programs, and Donald Hunter Munro, BBC television production manager, arrived May 12 in New York from London on the *S.S. Georgic*. Munror will spend a month at CBS in an advisory capacity before returning to England.

MEFFORD RUNYON and Herbert V. Akerberg, CBS vice-president, and Stephen Fuld, station relations executive of the network, all of New York, were in Hollywood in early May for conferences with Donald W. Thornburgh, Pacific Coast vice-president. James Seward, assistant treasurer of the network, preceded the other executives to the West Coast.

ALTON COOK, radio editor of the *New York World-Telegram*, is convalescing from an appendix operation performed May 4 at the Lenox Hill Hospital, New York. Maxine Cook of the newspaper's staff is handling the radio column in Mr. Cook's absence.

DON QUINN, Hollywood writer of the NBC *Fibber McGee & Molly* program, is recovering from a broken right shoulder received when he fell while playing football.

JACK STEWART, NBC Hollywood account executive, is the father of a girl born May 3.

Video Commercial

WITH the television camera bringing a preview of how visual commercial programs may exploit a sponsor's product, Frank E. Mullen, newly elected vice-president of RCA, was interviewed on the television initiation of the NBC *Vox Pop* program at the New York World's Fair the night of May 6. Loading and smoking pipes with their sponsor's Kentucky Club pipe tobacco, and with the camera showing the tins of tobacco presented to interviewees, Parks Johnson and Wally Butterworth conducted all their interviews on the half-hour broadcast in front of the RCA-NBC television mobile unit in one of the first telecasts of a complete sponsored network program. World's Fair visitors viewed and heard the show on the battery of television receivers in the RCA exhibit.

HARRY MARBLE, formerly of the announcing staff of WCAU, Philadelphia, has been transferred to the program department, succeeding Norris West, who resigned recently to become assistant manager of the Philadelphia Symphony Orchestra. Fred Marshall, formerly of WPRO, Providence, R. I., also has joined the WCAU announcing staff.

WALTER GEIST has been named a vice-president of Allis-Chalmers Mfg. Co., Milwaukee, in charge of sales and advertising policy, according to an announcement of Max Babb, president of the company.

R. A. (Dick) RUPPERT, director of advertising of WKRC, Cincinnati, was signally honored May 5 when he was elected to the Order of Curia, honorary society of the Cincinnati YMCA Night Law College where he has been studying law. Membership requires high grades, leadership, and initiative. Only three members are elected each year.

ELINOR CANNON, in charge of the syndicate division of C. P. MacGregor, Hollywood transcription producers, is on a three-months leave-of-absence, touring the United States and Canada

GENE THOMAS, station sales manager of WOR, Newark, on May 11 married Sunny Maxwell in Cleveland. They will live at 305 W. 72d St., New York.

V. HAMILTON-WEIR, vice-president and general manager of WLEU, Erie, Pa., recently was elected vice-president of the Erie Advertising Club.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.

Forms close 25th and 10th of month preceding issues.

Help Wanted

National Radio Employment Bureau wants experienced salesmen, announcers, operators and other employes, except talent. Complete information free. Paramount Distributors. Box 864, Denver, Colorado.

Situations Wanted

Sports Announcer wants Baseball assignment. Handle studio utility, references, recordings available. Box A372, BROADCASTING.

Station Executive—A radio executive with more than fifteen years in broadcasting, formerly public relations director of leading national network and later general executive involving station relations and sales promotion, seeks position as station manager in medium sized city or sales promotion director of top-notch station. Box A361, BROADCASTING.

Commercial Engineer, 1st class license, network, studio, remote, maintenance, and transcription cutting experience. Thoroughly qualified. Box A362, BROADCASTING.

Program Director, 4 years experience in all phases of radio, including selling, writing, programming. Now employed at large network station. Married, reliable, desires connection with station preferably southeast, south, or southwest. Box A363, BROADCASTING.

Salesman . . . age 50—10 years experience—proven record of producing—now employed—desires change. Midwest only. Box A365, BROADCASTING.

Experienced Announcer with fine background, including program, special events and publicity direction, desires position with progressive network or local station. Voice recording available. Box A366, BROADCASTING.

Salesman—Writer—Announcer wants salary-bonus proposition with reliable station. Russ Brinkley, Olean, New York.

Experienced licensed operator available. Desires position with better opportunity. Now employed in major network station. Address Box A367, BROADCASTING.

Junior Announcer—Experienced, now available for southern, eastern station. Personal audition. Box A368, BROADCASTING.

Attention Small Stations! Experienced announcer who can write and sell desires position. Salary secondary. Voice recording available. Box A369, BROADCASTING.

Production Man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A370, BROADCASTING.

Instructor-Announcer: Teach announcing, dramatics, produce programs. Studio-complete announcerial duties. Box A371, BROADCASTING.

For Sale—Equipment

For Sale—5 Kw. Western Electric transmitter complete with speech input. Equipment, two sets of motor generators, two sets water pumps and cooling fans. All in A1 condition. Address Box A364, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

MAPS AND MONEY

Get your map. Turn to Winston-Salem, North Carolina. Note the population. Study the market data. Note the active industries. WAIR offers you this—plus scores of other active towns within its coverage.

WAIR
Winston-Salem, North Carolina
National Representatives
Sears & Ayer

Defamation Ruling Appealed by NBC

Asks State Supreme Court to Reverse $15,000 Verdict

"TO HOLD a broadcasting station liable for defamation in the utter absence of any fault or neglect on its part is repugnant to justice and an unconstitutional deprivation of property," NBC stated in an appeal to the Pennsylvania Supreme Court May 9 for reversal of the verdict awarding $15,000 to the Summit Hotel Co. in the so-called Jolson case. Verdict, returned last fall by the Common Pleas Court of Allegheny County, was for damages the hotel claimed it sustained as a result of an ad libbed remark made by Al Jolson during a *Shell Chateau* broadcast on June 15, 1935. Jolson was interviewing Sam Parks, then national open golf champion, and when Parks mentioned the Summit Hotel, Jolson came back with "That's a rotten hotel," a remark not in the script.

Pointing out that in the proceedings it had shown without contradiction that J. Walter Thompson Co. brought the program into the NBC studio as a "package show", that Jolson was hired by the agency and not by NBC, that the remark in question had not been made at rehearsal and was not included in the script submitted to NBC for approval, that Jolson was employed as a comedian and that he poked fun at every opportunity during the broadcasts, and that the remark came so quickly that it could not possibly have been cut off the air, NBC argued that it should not be held liable.

Would Encourage Suits

"Radio," says the appeal, "resembles the telephone in that the electrical impulses created by the words spoken into the mouthpiece travel so quickly they cannot be halted before they reach the receiver at the other end of the wire. It would be unthinkable to hold a telephone company liable for the transmission of a defamatory message." If a station is liable for every defamatory utterance reaching the microphone, NBC adds, then the operator of a receiving set, which changes the electrical impulses into sound and so is "as essential to the dissemination of the broadcast words" as the transmitting station, is equally liable.

"We submit, therefore, that to impose on a radio broadcasting station absolute liability as an insurer for all defamation broadcast over its facilities would be unwise and thoroughly undesirable from social and economic standpoints. It would serve principally to open a new and lucrative field for damage suits, and can have but one effect in the long run and that is to impair seriously the usefulness of radio as a means of communication, and to limit severely the scope of radio addresses and presentations of various types which are now brought to the listening public."

NBC was represented by John O. Wicks of Weller, Wicks & Wallace, with A. L. Ashby, NBC vice president and general counsel, also present. William A. Schnader, former attorney general of Pennsylvania, appearing for NAB as a "friend of the court", backed up NBC's claims that the network should not be held liable. Pointing out that in such programs as the one in question the broadcaster merely rents his facilities to the sponsor and his agency, Gen. Schnader said that "if the advertiser is of good reputation and employs talent also of good reputation the broadcaster should not be answerable for the conduct of the talent any more than the owner of a large auditorium who permits a meeting to be held in his building."

Pectin Series on Coast

CALIFORNIA FRUIT Growers Exchange, Los Angeles (fruit pectin) on May 17 starts for 10 weeks *Fletcher Wiley*, commentator, on 7 CBS Pacific network stations (KOIN, KSFO, KARM, KROY, KIRO, KFPY, KVI), Wed., 2-2:15 p.m. and also six weekly participations in the combined *Sunrise Salute* and *Housewives Protective League* on KNX, Hollywood. Firm in addition will use three weekly spot announcements or participations in home economic programs on KFI, KHJ, KSFO, KGB, KOIN, KIRO, KHQ, KSL, during the campaign. Lord & Thomas, Los Angeles, has the account.

More Pectin Spots

MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal., (pectin), thru Charles H. Mayne Co., Los Angeles, in a nine-week campaign on May 8 started using thrice-weekly 100-word announcements on KNX, Hollywood and will increase coverage to include KPO KSL KIDO and KHQ as the fruit and berry season progresses. Firm has also contracted for time on KORE KSLM KOIN KOMO KIT KGHL KRBM KGIR KFBB KPFA KGEZ and KGVO, using five-minute transcribed programs during the season.

Suit Dropped

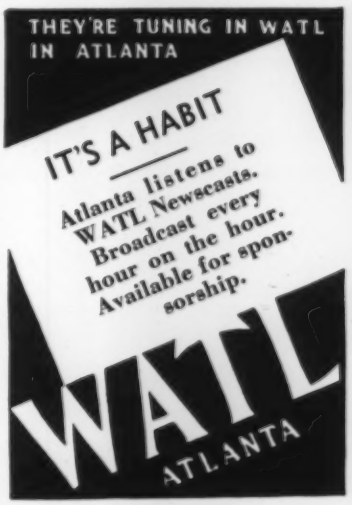
SUIT of the Edward B. Marks Music Corp. against CBS, Colgate-Palmolive-Peet, and Benton & Bowles over the unauthorized broadcast of an operetta, *A Waltz Dream*, in 1936, was discontinued in the New York Federal Court on May 8 after the case was settled for $500. Benton & Bowles had obtained a grand right license for the operetta, which was later discovered not to cover the score that was broadcast.

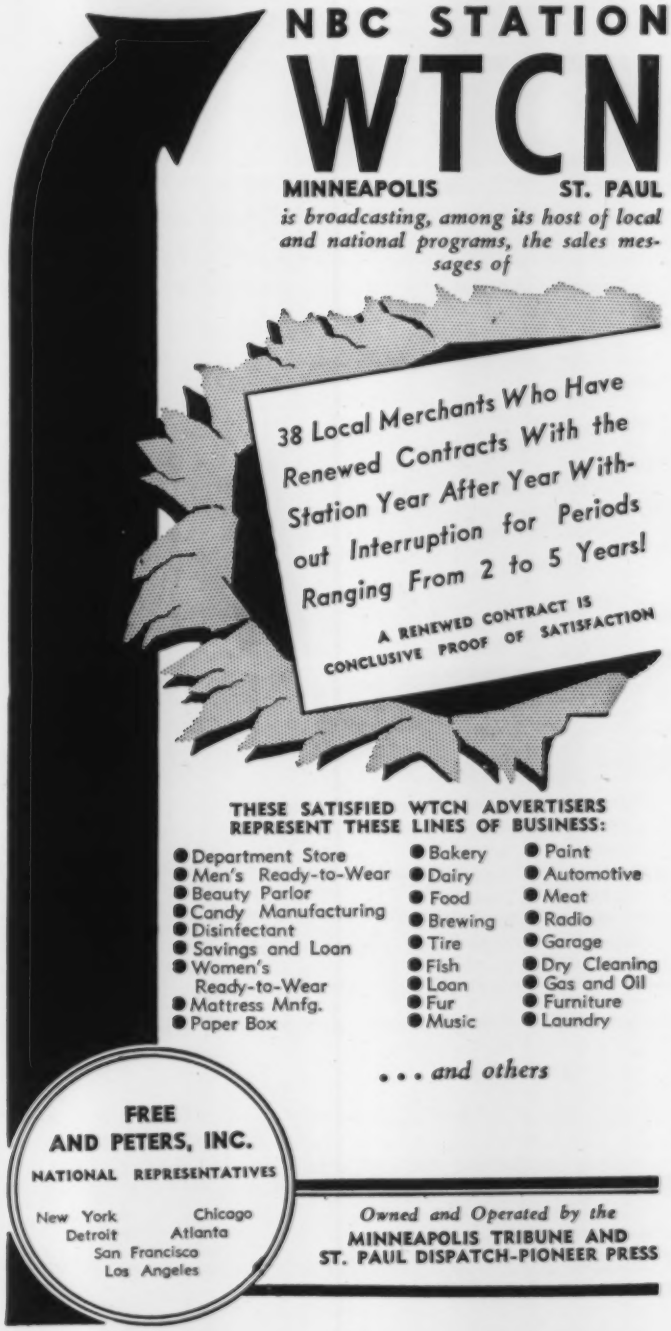
INSPIRED BY WRVA
Listener Sees Tower Lights, Gets Religion

WHEN WRVA, Richmond, Va., constructed its new 50,000-watt transmitter on the James River, observers waited with bated breath for reports of phenomena such as the workman who kept hearing the programs of WOR, Newark, through his carborundum-coated teeth. Although a singing pipe in the basement of the WRVA transmitter house itself is the only startling item of this type to date, the powerful signal-sender has not been without its effect on the community.

A resident of the district, it has been reported, shunned going to church, refusing to have anything to do with religion. One night he phoned his wife, saying that after a beer or two with the boys he would be right home. After a long time had passed and he had not appeared, the wife went out to investigate.

She found her husband kneeling in prayer beside his car on a road near the broadcasting towers. "The end of the world is coming," he cried, pointing to the sky. "Look at those awful red things up there and pray before it's too late." She looked up and saw the red airplane warning lights shining on the two transmitter towers. The story goes that he went down to the pastor the next day, was baptized, and hasn't missed Sunday school or church meeting since!


THEY'RE TUNING IN WATL IN ATLANTA
IT'S A HABIT
Atlanta listens to WATL Newscasts. Broadcast every hour on the hour. Available for sponsorship.
WATL
ATLANTA



ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

APRIL 29 TO MAY 12, INCLUSIVE

Decisions . . .

MAY 1

NEW, Peter J. Caldarone, Providence, R. I.—Denied CP 1270 kc 250 w D.

WBZ, Ponca City, Okla.—Granted license renewal and vol. assignment license to Adelaide Lillian Carrell, Executrix, adopting Proposed Decision B-3.

WAAB, Boston—Granted increase 500 w 1 kw to 1 kw unl.

MISCELLANEOUS—WHIP, Hammond, Ind., granted renewal license; KVGB, Great Bend, Kan., granted vol. assign. license to Helen Townsley; WBBC, Brooklyn, granted auth. transfer control to Peter Testan, executor; WENY, Elmira, N. Y., granted increase to 100-250 w unl.; WAVE, Louisville, NEW, Gateway Bcstg. Co., Louisville, denied reconsideration, rehearing or oral argument, and amendment to rehearing applic. re applic. Kentucky Bcstg. Co. for new station in Louisville, granted 2-6-39; WGRC, New Albany, Ind., denied reconsideration or rehearing re Kentucky Bcstg. Corp.; KSD, St. Louis, denied unl. hours on 630 kc instead of KXOK, with KXOK sharing 550 kc. with KFUO.

SET FOR HEARING—NEW, Mayflower Bcstg. Corp., Boston, CP 1410 kc 500 w 1 kw D; NEW, Roy E. Martin, Opelika, Ala., CP 1310 kc 100-250 w unl.; WNEW, New York, mod. license N to 5 kw.

MAY 2

MISCELLANEOUS — W1XAR, Boston, granted license for CP international station 20 kw; WSUI, Iowa City, granted CP new equip., radiator, move trans.; KRKO and NEW, Cascade Bcstg. Co., Everett, Wash., continued hearing to 6-16-39 re KRKO renewal and Cascade applic. CP.

MAY 5

MISCELLANEOUS—WCSC, Charleston, S. C., granted leave amend applic. re antenna, hearing now scheduled for 5-23-39; NEW, Spartanburg Adv. Co., Spartanburg, S. C., granted intervention WSPA applic.; KDYL, Salt Lake City, granted intervention KUTA applic.; KGA, Spokane, granted intervention KFIO applic.; KHQ, same; KOVC, Valley City, N. D., denied dismissal without prejudice applic. change freq., power; KXL, Portland, Ore., denied petition to accept amendment re freq., with leave to withdraw present applic., without prejudice; Crosley Corp. granted petition for all parties involved for extension of time to file exceptions to report the rules governing broadcast stations; CBS, New York, granted extension time to file exceptions and request oral argument re broadcast rules; WBNX, New York, granted continuance hearing; NEW, WJMS, Ashland, Wis., denied amendment applic. to 1310 kc 100-250 w, granted order take depositions; WJBL, Decatur, Ill., motion asking 1 hour argument referred to Commission en banc with recommendation it be considered favorably.

MAY 8

KNOW, Austin, Tex.—Granted vol. assignment license to Frontier Bcstg. Co.

WACO, Waco, Tex.—Granted vol. assignment license to Frontier Bcstg. Co.

KEX-KGW, Portland, Ore. — Granted transfer control to heirs at law of Henry L. Pittock.

WPRO, Providence, R. I.—Granted CP move trans. locally, new equip., antenna, increase to 1-5 kw.

WBCM, Bay City, Mich.—Granted transfer control to Harley D. Peet.

NEW, Kalorama Labs, Irvington, N. J. —Granted CP television.

KSTP, St. Paul—Granted mod. CP trans. site, antenna.

SET FOR HEARING—KMAC, San Antonio, CP move trans. locally, change equip., change 1370 to 630 kc, increase to 1 kw unl.; WRBL, Columbus, Ga., mod. license N to 250 w.

MISCELLANEOUS — KTSW, Emporia, Kan., granted reconsideration action 1-24-39 setting for hearing applic. change hours to unl.; NEW, Tri-City Bcstg. Co., Schenectady, denied rehearing applic. 950 kc. 1 kw unl.; WWRL, Woodside, N. Y., and WMEX, Boston, denied WWRL petition for mod. statement of facts etc. in WNLC applic. change to unl., and denied WMEX petition for hearing; NEW, Press-Union Pub. Co., Atlantic City, granted motion to strike "protest & petition for rehearing" filed by Martin Falk and others, granted 3-6-39, and dismissed petition of Falk et al for rehearing; Decatur Newspapers, Decatur, Ill., granted 1-hour oral argument 5-11-39 re applic. transfer control of WJBL; WHBF, Rock Island, Ill., denied request to use announcement "This is Station WHBF, Rock Island and Moline"; NEW, Pawtucket Bcstg. Co., Pawtucket, R. I., designated for further hearing applic. 1390 kc 1 kw unl., denied 12-12-38.

MAY 9

MISCELLANEOUS — KARK, Little Rock, granted mod. CP change equip.; KWFT, Wichita Falls, Tex., granted mod. CP change trans., studio, equip.; WEED, Rocky Mount, N. C., granted license for CP change equip. for 250 w; WGNY, Newburg, N. Y., granted license change to 1220 kc, increase to 250 w D; KBKR, Baker, Ore., granted mod. CP trans., studio sites; WCNY, Brooklyn, granted license for CP educational station 41100 kc 500 w.

MAY 11

MISCELLANEOUS — WBBM, Chicago, granted extension temp. auth. aux. transmitter; WHIP, Hammond, Ind., denied temp. auth. operate 5-6 a. m. unless Rule 15.15 is complied with.

MAY 12

MISCELLANEOUS—WJJD, Chicago, granted temp. auth. operate 5-6 a. m., 4-30-39 to 8-1-39; W8XUJ, W8XNU, Crosley Corp., Cincinnati, granted temp. auth. facsimile stations. WHK, Cleveland, granted dismissal without prejudice applic. mod. N 1 to 5 kw; NEW, Presque Isle Bcstg. Co., Erie, Pa., denied order to take depositions and to reopen record; WLEU, Erie, dismissed motion to deny Presque Isle Bcstg. Co. petition; KITE, Kansas City, granted intervention WREN hearing move trans., studio etc.; KXOK, St. Louis, granted petition to accept amendment to applic. re antenna and cancelled hearing date of 6-20-39 involving KXOK, KFRU, WGBF, all cases to be heard same date; NEW, John F. Arrington Jr., Valdosta, Ga., denied order take depositions, hearing of 5-26-39 cancelled, continued to 7-10-39; WPAX, Thomasville, Ga., denied order take depositions in Arrington applic.; KFPY, Spokane, granted intervention applic. KFIO, Spokane, change to 950 kc 1 kw unl.; KXL, Portland, Ore., granted petition withdraw without prejudice applic. CP change to 1110 kc 5 kw unl., directional; NEW, Press-Union Pub. Co., Atlantic City, granted intervention Neptune Bcstg. Corp. applic.; NEW, North Shore Bcstg. Co., Salem, Mass., granted amendment re antenna, trans. site; NEW, C. T. Sherer Co., Worcester, Mass., and NEW, North Shore Bcstg. Co., Salem, Mass., granted applicants' petition for continuance hearing set for 6-1-39 for 30 days; WSPA, Spartanburg, S. C., granted extension 10 days to file findings, to 5-27-39.

Applications . . .

MAY 4

WPRP, Ponce, P. R.—CP new trans., antenna change 1420 kc 100-250 w spec. to 1-5 kw unl.

WBNY, Buffalo—Mod. license spec. to unl., asks WSVS facilities.

KSD, St. Louis—CP change antenna, change 550 kc ltd. to 630 kc unl., contingent KFRU and WGBF, asks KXOK facilities.

WIBC, Indianapolis—Auth. transfer control to H. G. Wall.

NEW, Las Vegas Bcstg. Co., Las Vegas, Nev.—CP 1420 kc 100-250 w unl.

NEW, San Mateo Junior College District, San Mateo, Cal.—CP educational station, amended to 100 w.

MAY 5

WLLH, Lawrence, Mass.—Extension exp. auth. satellite station.

WBTH, Williamson, W. Va. — License new station.

NEW, Springfield Radio Service, Springfield, O.—CP 780 kc 250 w D.

WJMC, Rice Lake, Wis.—License new station.

KQW, San Jose, Cal.—Mod. CP increase power etc., re trans.

MAY 9

WKAQ, San Juan, P. R.—CP new trans., antenna, increase 1 to 5 kw, change 1240 to 620 kc.

WIBG, Glenside, Pa.—Mod. CP new trans., antenna, to change equip.

WALR, Zanesville, O.—Auth. transfer control to W. Va. Bcstg. Corp.

NEW, Dr. Willard Carver, Thomas B. Williams, Byrne Ross, Lawton, Okla.—CP 1420 kc 100 w unl.

NEW, Cordele Dispatch Pub. Co., Cordele, Ga.—CP 1500 kc 100-250 w unl.

WDZ, Tuscola, Ill.—License for new trans., increase power.

KCMO, Kansas City—License new trans., antenna, increase power, change freq.

KMPC, Beverly Hills, Cal.—CP new trans., antenna, increase 500 w D to 1-5 kw, unl., move trans.

A NEW type of flag-raising ceremony marked the ground-breaking ceremonies of WJSV, Washington, as it started work May 11 on the new 50-kw. transmitter at nearby Wheaton, Md. The house flag was raised by electric impulses created as passers-by crossed an electric-eye beam placed outside the Earle Bldg., where WJSV's studios are located. Each pedestrian created an impulse that raised the flag an inch. Speakers, including Harry C. Butcher, CBS Washington vice-president, and local officials, were introduced by A. D. Willard Jr., WJSV general manager. The American flag, mounted atop the house flag, previously had been flown over the U. S. Capitol and was presented to WJSV by Rep. Sol Bloom, New York. In the photo Chairman Melvin C. Hazen, chairman of the D. C. Board of Commissioners, is raising the American flag, with Mr. Butcher at his right and Mr. Willard at his left.

MAY 12

NEW, Portorican American Bcstg. Co., Ponce, P. R.—CP 1340 kc 1 kw unl.

KQV, Pittsburgh—Mod. license N to 1 kw, directional N.

WKSB, McComb, Miss.—Mod. Cp re antenna, studio, trans. sites.

WROL, Knoxville—License for CP as mod. for new trans., antenna, move trans.

NEW, A. H. Belo Corp., Dallas—License for facsimile 100 w.

KWOC, Poplar Bluff, Mo.—Vol. assignment license to A. L. McCarthy, O. A. Tedrick, J. H. Wolpers d/b Radio Station KWOC.

KFXJ, Grand Junction, Col.—CP new trans., antenna.

KMTR, Los Angeles—CP new trans., increase 1 to 5 kw.

UNITED PARENTS Associations of New York City, which sends out a monthly list of approved children's programs, has added on the May 1 list the following programs: For children 5 to 9 years, *Story Hour;* for the 9 to 12 group, *Adventures in Science*, Gertrude Mittleman; for the high school group, *Hobby Lobby*, Gertrude Mittleman, and *Music Hall of the Air.*

ACA Charges Refusal Of Bargaining by KYW

CHARGES of refusal to bargain in accordance with the National Labor Relations Act and refusal to enter into a written contract have been filed with the NLRB against Westinghouse, owner of KYW, Philadelphia, by the American Communications Assn., Broadcast Local No. 28, which has a collective bargaining agreement covering technicians employed at every other Philadelphia station. According to Saul C. Waldbaum, attorney for the union, which is affiliated with the CIO, the charges were filed "on behalf of the engineers at KYW who are members of this union and who, since Sept. 10, 1937, have been endeavoring to obtain a written contract covering wages, hours and general working conditions at the station."

In its contracts with WIP and WPEN the local reports that it is incorporating a clause that employes called to enter the armed forces of the United States in time of war shall be reinstated to their original positions at the conclusion of military duty.

St. Louis 630 Hearing Postponed by the FCC

POSTPONEMENT of the hearing scheduled for June 20 on the applications which would give KXOK, St. Louis, the 630 kc. regional assignment in that city, was ordered May 12 by FCC Commissioner Craven, presiding at the motions docket. Applications for the same 630 kc. facility, filed by KSD and KWK, other St. Louis regionals, are pending and awaiting designation for hearing, with the possibility they will be joined with the KXOK and related applications.

KXOK first argued a motion for amendment of its application to change the proposed location of its transmitter, which Commissioner Craven granted. A subsequent motion that the June 20 hearing date be retained, however, was denied, and indefinite postponement ordered until such time as the Engineering department passes on the proposed new site. KSD originally had asked the FCC on its own motion to order a reallocation under which it would be given the 630 kc. assignment, but when this was denied, it filed a regular application for the same facility, as KWK previously had done.

CBS on May 14 started for the fourth season the Sunday afternoon summer concerts by the Columbia Broadcasting Symphony, conducted by Howard Barlow. The series will continue until the Philharmonic Symphony concerts, directed by John Barbirolli, begin their tenth CBS season this fall.

CHARLES BOYER, star of the *Woodbury Hollywood Playhouse* program on NBC, during the May 7 broadcast was awarded a gold medal for merit by the British Federation of Actors and Authors, who voted the French star the greatest actor in the world.

Network Accounts

All time EDST unless otherwise indicated.

New Business

WILLIAM R. WARNER Co., New York (Vince), on June 6 starts *Youth vs. Age* on 2 NBC-Red stations, Tues., 7:30-8 p. m. Agency: Warwick & Legler, N. Y.

LOOK MAGAZINE, Des Moines, on May 9 started four-weekly participations in *Yankee Network News Service*, ending Oct. 5, on 16 Yankee stations. Agency: Fairall & Co., Des Moines.

PRUDENTIAL INSURANCE Co. of America, New York, on May 29 starts *When a Girl Marries* on 50 CBS stations, Mon. thru Fri., 2:45-3 p. m. Agency: Benton & Bowles, N. Y.

ANDREW JERGENS Co., Cincinnati (Woodbury soap, powder, cream), on July 7 starts new series on 35 CBS stations, Fri., 7:45-8 p. m. (reb., midnight-12:15 a. m.). After first 13 weeks, 27 CBS stations will be added to make total of 62. Agency: Lennen & Mitchell, N. Y.

TWENTIETH CENTURY Fox Film Corp., New York, on May 30 only sponsors *Young Mr. Lincoln* on 70 MBS stations, 10-10:30 p. m. Agency: Kayton-Spiero, N. Y.

CALIFORNIA Fruit Growers Exchange, Los Angeles (fruit pectin), on May 17 starts for 10 weeks, *Fletcher Wiley*, commentator, on 7 CBS Pacific network stations (KOIN KSFO KIRO KFPY KARM KROY KVI). Wed., 2-2:15 p. m. Agency: Lord & Thomas, Los Angeles.

PROCTER & GAMBLE Co., Cincinnati (Ivory Soap), on July 3 starts repeat for *Life Can Be Beautiful* on 13 NBC-Red stations, Mon.-Friday., 5:15-5:30 p.m.; program heard on 32 CBS stations, Mon.-Fri., 1:15-1:30 p.m.

Renewal Accounts

FORD MOTOR CO., Dearborn, Mich., on June 11 renews through the summer *Ford Sunday Evening Hour* on 80 CBS stations, Sun., 9-10 p.m. Agency: N. W. Ayer & Son, N. Y.

McKESSON & ROBBINS, Bridgeport (Calox, Abilene), on May 29 renews *Joyce Jordan, Girl Interne*, shifting to 9:15-9:30 a. m., Mon. thru Fri. Placed direct.

Network Changes

GENERAL FOODS CORP., New York (Swansdown-Calumet), the end of Sept. will shift *Kate Smith* on CBS from Thurs., 8-9 p.m., to Fri., 9-10 p.m. Agency: Young & Rubicam, New York.

AMERICAN Cigarette & Cigar Co., New York (Pall Mall), on June 1 replaces *Eddie Duchin* with *Matty Malneck's Band* and shifts from NBC to 22 CBS stations, Thurs., 7:15-7:30 p. m. (reb. on 28 CBS stations, 11:15-11:30 p. m.). Agency: Young & Rubicam, N. Y.

SWEETS Co. of America, New York (Tootsie Rolls), on May 1 added WLW to *Smilin' Jack*, on MBS.

BAYUK CIGARS, Philadelphia, on May 1 and 2 added 6 MBS stations to *Inside of Sports*.

LIGGETT & MYERS Tobacco Co., New York, adds *Fred Waring* repeat for 9 western stations, 7-7:15 p. m. (PST), on Wed., KERN, KMJ, KWG, KFBK take early program, KFI, KPO, KGW, KOMO and KHQ record the broadcast for airing at 5 p. m. (PST).

PHILIP MORRIS & Co., New York, replaces *Guess Where* with *Breezing Along* on MBS.

NBC's Cigarette Billings Up 853% in Five Years

WHEN Liggett & Myers Tobacco Co. starts Fred Waring on NBC June 19 for Chesterfields, NBC's weekly revenue from cigarette advertising will have increased 853% in five years. In 1934 the average weekly income from cigarette accounts was $11,539. After June 19, it will total $109,936. Breakdown of cigarette advertising currently on NBC shows: American Tobacco Co., Lucky Strike, $19,600; Brown & Williamson Tobacco Corp., Avalon, $9,968, Raleigh and Kool, $9,752, Bugler, $6,811; P. Lorillard Co., Old Gold, $9,609, Sensation, $8,820; Philip Morris & Co., Philip Morris, $10,220, totaling $74,780. When Liggett & Myers Tobacco Co., with $35,156 for Chesterfield, is added next month, the total becomes $109,936.

Dairy, Cotton Salutes

RADIO will be used among other media by milk producers throughout the country in cooperation with the Institute of Distribution to promote Dairy Month starting June 1. Every Sunday, starting May 27, mention of milk and other dairy products will be made on the *Hour of Champions* on WHN, New York, sponsored by Adam Hat Stores, New York, while plans for spot announcements during the month of June are now being planned. The Institute is also planning to aid cotton distributors during National Cotton Week, May 22 to 27, using spot announcements on 45 stations throughout the South. A salute to this coordinated movement of the cotton dealers will be made May 23 on the Lever Bros. *Big Town* program on CBS.

School Using 26

INDUSTRIAL TRAINING Corp., Chicago (air conditioning instruction), has started a weekly quarter-hour disc series titled *Eight Merrie Men* on approximately 26 stations. The octet replaces the *Changing World* series and the new discs were cut by World Broadcasting System. James R. Lunke & Associates, Chicago, handles the account.

S. C. JOHNSON Co., Racine, Wis. (floor wax), on July 4 will start *Alec Templeton* on 73 NBC-Red stations, Tues., 9:30-10 p. m., replacing *Fibber McGee* for the summer. Agency: Needham, Louis & Brorby, Chicago.

Agency Wins Reversal

VERDICT of the jury in the case of Sollows vs. McCann-Erickson, New York, which was rendered April 28 in favor of the plaintiff for the amount of $56,420.88, was set aside May 9 by Judge Mortimer W. Byers of the U. S. District Court, Southern District of New York, acting on a motion made by attorneys for McCann-Erickson. The plaintiff alleged that in May 1935 her idea for procuring the Axton-Fisher Tobacco Co. account for Twenty Grands was used by the defendant and claimed breach of contract whereby she was to receive 5% of the total business thereby received by the agency. Justice Byers, in his decision, ruled that the plaintiff had not proved that her idea was used and so set aside the jury verdict.

Wilson Using 6

WILSON PACKING Co., Chicago (lard), has started a varying schedule of one or two spot announcements daily for 13 weeks on the following stations: WLS, Chicago; WCCO, Minneapolis; KSTP, St. Paul; KMBC, Kansas City; WOW, Omaha; WMT, Cedar Rapids. U. S. Adv. Corp., Chicago, handles the account.

CBS board of directors on May 3 declared a cash dividend of 35 cents per share on Class A and Class B stock of $2.50 par value, payable June 9 to stockholder of record May 26.

STEPHENSON SALES Co., New York (Fungo foot preparation), is testing radio with daily sport summaries on WHN, New York, placed direct.

JUST around the corner from the new N.A.B. Headquarters on K Street, in the center of busy Washington.

Air Conditioned

BEDROOMS - RESTAURANTS
LOBBIES

During the Summer Months

The MAYFLOWER

Connecticut Avenue at L Street
WASHINGTON, D. C.

R. L. POLLIO, Manager

• more than **275** broadcasting stations employ C. R. E. I. men

• The marked success of CREI trained men in every branch of Radio is indicative of the type of men and type of training we are proud to offer. Through the years our policy has been directed toward training better engineers for the future. Our record, to date, we believe is in step with that policy. Our free booklet explains in detail.

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-5 3224-16th St., N.W., Wash., D.C.

Bliley High Frequency Quartz Crystal Units are designed to provide accurate dependable frequency control under the adverse operating conditions encountered with mobile and portable transmitters. Both the rugged type M02 holder and the compact M03 temperature controlled mounting are widely employed for U.H.F. services where reliability counts. Catalog G-10 contains complete information on these and other Bliley Crystal Units for frequencies from 20 kc. to 30 mc. Write for your copy.

BLILEY ELECTRIC COMPANY

UNION STATION BUILDING ERIE, PA.

FCC Will Tackle Newspaper Issue

Problem Is Raised Directly in Allentown Hearing Notice

THAT the FCC intends to meet squarely the newspaper-ownership issue in the Allentown Case, involving consolidation of WCBA and WSAN, time-sharing stations in that city, and procurement of control by the *Allentown Call*, was made clear May 1 when the Commission issued the notice of hearing in connection with the projected transaction.

In the formal notice the FCC set forth three issues, all dealing with public interest aspects. The first specified determination of any benefit to the public by virtue of the consolidation of the stations, the second whether any adverse affect upon the public would result from the consolidation, and the third:

"To determine whether the assignment of the licenses for the two separate broadcast stations (WSAN and WCBA) to Lehigh Valley Broadcasting Co. would serve the public interest in view of the fact that Leigh Valley Broadcasting Co. is controlled by the Allentown Call Publishing Co., which publishes the *Allentown Call*, and which owns all of the stock of the Chronicle & News Publishing Co., which publishes the *Allentown Chronicle & News*.

The FCC action last March in designating the transfer applications for hearing provoked a controversy reviving the strife over newspaper-ownership of stations, particularly in cases where a "local monopoly in public opinion" might result. The matter was designated for hearing in Allentown, but no date has been set. Whether the hearing will be held in Allentown will depend upon available funds, in view of the FCC's financial plight. It is possible that the hearing will not be held until fall, since no new funds will be available to the FCC for the current fiscal year which concludes June 30 and the question of appropriations for the new fiscal year has not yet been taken up in Congress.

At the time the FCC designated the Allentown applications for hearing, Commissioner T. A. M. Craven issued a strong minority opinion in which he advocated a general hearing on newspaper-ownership rather than a test case involving a relatively small city. He held this did not provide a satisfactory setting for a decision on the broad question which directly affects some 240 licensees of existing stations throughout the country affiliated with newspapers.

Coughlin Adds WINS

THE SUNDAY radio address of Fr. Chas. E. Coughlin will continue through the summer on a group of about 47 stations, with WINS, New York, added. WHBI, Newark, also continues to carry the talks for the New York area. WCNW, Brooklyn, has announced it will continue its broadcasts of Dr. Harry F. Ward's Forum, *Answering Father Coughlin*, as long as the priest delivers his talks. WMCA, which dropped Coughlin last fall, has acquired for its files a group of 44 recordings taken at the Nazi Bund rally at Madison Square Garden last Feb. 22.

Add for Tintex Dyes

PARK & TILFORD Co., New York, has added KNX, KPO, KOIN, KDKA and KJR to the list of 31 stations carrying its campaign of three spot announcements weekly for Tintex dyes. In conjunction with the New York World's Fair, the company is conducting a prize letter contest using the spot radio campaign and dealer tie-ins. Contestants submit the best endings, in 35 words or less, to the sentence, "I use Tintex tints and dyes because . . ." and Park & Tilford offers free all-expense trips to the Fair plus six days of New York sight seeing, or the cash equivalents, and over 300 cash prizes totalling $3,150. Two Tintex boxtops must be sent in with every entry. Charles M. torm Co., New York, handles the account.

Reed, Register & Tribune Syndicate
"And then Captain Blood bellows a fierce command to his cut-throat crew of pirates—!"

Vacancies in NAB Directorate Filled At Meetings Held by District Groups

ELECTION of Paul W. Morency, general manager of WTIC, Hartford, and J. Harold Ryan, vice-president of WSPD, Toledo, as new directors of the NAB, and the re-election of C. W. Myers, president of KOIN-KALE, Portland, Ore., and E. H. Gammons, general manager of WCCO, Minneapolis, were effected at district meetings of the trade association during the last fortnight.

Mr. Morency, an executive of the NAB headquarters staff in its earlier days and a former vice-president of the association, was elected to succeed John Shepard 3d, president of the Yankee Network, at a meeting in Boston May 11. He will serve a two-year term dating from the next NAB convention in Atlantic City July 10-13, representing the First District, comprising Connecticut, Maine, Massachusetts, New Hampshire and Rhode Island. Mr. Shepard declined to stand for re-election because of his other industry activities, including IRNA and NARBS and various NAB committee memberships.

Ryan Succeeds Ethridge

Mr. Ryan, vice-president of Fort Industry Co., which in addition to WSPD, controls WWVA, Wheeling, WMMN, Fairmont, and WLOK, Lima, O., was elected at a meeting of the Seventh District in Cincinnati May 4 to succeed Mark Ethridge, vice-president and general manager of the *Louisville Courier-Journal & Times*, and WHAS, for a two-year term. Former temporary president of the NAB, Mr. Ethridge declared he was unable to accept reelection for personal reasons. The district comprises Kentucky and Ohio.

Mr. Myers was unanimously elected to succeed himself as director of the Seventeenth District, comprising Oregon, Washington and Alaska at a meeting held in Portland May 5. He was president of the trade association in 1936-37.

Mr. Gammons' reelection as Eleventh District director came at a meeting held in Rochester, Minn. May 5. The district comprises Minnesota and the Dakotas.

The Eleventh District group, as have others, went on record "for the payment at the source of all copyright fees on music for network and transcription broadcasting". One of the most important phases of the copyright problem, this issue has been roundly discussed at all district meetings. The general legislative situation also was discussed. In addition to the district meetings, district sales managers met under the chairmanship of Barney Lavin, commercial manager of WDAY, Fargo. Craig Lawrence, sales manager of Iowa Broadcasting System and chairman of the division, was the principal speaker. Other speakers included Paul Peter, NAB research director; Alex Sherwood, sales manager of Standard Radio; Carl Havelin, general manager of Davis & Schwegler.

Present at the district meeting were Stanley E. Hubbard and Kenneth M. Hance, KSTP; Dr. George W. Young, WDGY; C. T. Hagman, WTCN; E. L. Hayek, KATE; Earl Reineke, WDAY; Gregory Gentling, KROC; F. B. Clements and Ray Schwartz, KYSM; S. Fantle, Jr. and George A. Rohn, KSOO-KELO; A. A. Fay, KABR; George A. Bairey, and Fred Schilplin, KFAM; Bob Tincher, WNAX; Phil Meyer, KFYR.

Sales managers and representatives who attended the sales sessions included C. A. Kennedy, KYSM; E. A. Thomas, KROC; Tom Dawson, WCCO, Ray Jenkins, KSTP; Mr. Lawrence, Haydn Evans, WNAX, and W. C. Tiedeman, KATE.

The Cincinnati meeting adopted a resolution commending retiring Director Ethridge for "his outstanding service" to the NAB and the industry. Neville Miller, NAB president, and Ed Kirby, public relations director, addressed the meeting which also covered legislative, copyright and other problems.

Copyright and legislation highlighted the discussion at the First District meeting, at which Mr. Shepard presided. Speakers included NAB President Miller and Labor Relations Director Joseph Miller, Robert F. Elder, director of research of Lever Bros., and Kenneth E. Backman, manager of the Boston Better Business Bureau.

Among those present, beside the broadcasters mentioned, were Ted E. Hill, WTAG; Dr. F. M. Doolittle, WDRC; Edwin J. Frey, WBRY; Stephen P. Willis, WPRO; Herman Steinbruch, WNBX; Edward E. Lord, WLNH; James L. Spates, WHAI; John A. Holman, WBZ-WBZA; Stanley Schultz, WLAW; Quincy A. Brackett, WSPR; Harold E. Fellows, WEEI; C. G. Delaney, WTHT; George F. Kelly Jr. and Harry Rines Jr., WCSH; William T. Welch, WSAR; A. S. Moffatt, WMAS and WLLH, Gerald Slattery, WCOP; Philip Weiss, WSYB; G. S. Wasser, WQDM.

The sales managers group of the First District also met following the district session under the chairmanship of William Warner, WAAB-Yankee sales manager, with discussions concerning problems of selling, coverage and rates. Present were Helen Lee, WEEI; Joseph Mathers, WTHT; Arthur Leary, WCOP; Albert Marlin, WMAS; Robert Donahue, WLLH; David Kimel, WLAW; A. E. Lyler, WLNH; Edward J. McHugh, WHAI; Leonard C. Cox, WSAR; Richard Voynow, WEAN; Walter Johnson, WTIC; Gordon E. Kelly, WLBZ; William Malo, WDRC; Howard J. Perry, WTAG; Frank R. Bowes, WBZ-WBZA.

Johnson Bill Opposed

The Seventeenth District adopted resolutions opposing ratification of the international copyright treaty and the Johnson Bill, designed to prohibit advertising of alcoholic beverages by radio. It also approved the action of the NAB Copyright Committee in advocating clearance of copyright at the source and restricting ASCAP payments to programs using ASCAP music.

Attending the session were Ted Kooreman, KALE; Carey Jennings, KGW-KEX; T. W. Symons Jr., KEPY-KXL; H. J. Quilliam, KIRO; C. E. Arney, KOMO-KJR; C. Roy Hunt, KOIN; Ben Stone, KOOS; Bob Priebe, KRSC; Earl T. Irwin, KVI; Harry R. Spence, KXRO. Others present included Sheldon Sackett, KOOS, and Walter Read of the new KVAN, scheduled to begin operation July 4 in Vancouver.

Other NAB district meetings scheduled included the Fifth District, comprising Alabama, Florida, Georgia and Puerto Rico, at Ponte Vedre Beach May 14-15, of which W. W. Tison is director; Fifteenth District, comprising California, except southern counties, Nevada and Hawaii in San Francisco May 17, of which Ralph R. Brunton is director, and the Second District, comprising New York State, in Schenectady May 19, of which Harry Wilder is director.

Sells Interest in WTBO

SALE OF his half interest in WTBO, Cumberland, Md., to L. E. Pamphilon and A. Nygren, engineering supervisors of WFIL, Philadelphia, was announced May 11 by Roger W. Clipp, WFIL general manager. The consideration was $14,250, sold in two equal blocks. Half interest in WTBO is owned by Frank Becker, WFIL chief engineer. Mr. Clipp declared he disposed of his interest because his activities at WFIL required his entire time and he found it impossible to devote proper attention to the Maryland station.

XUM

ON AN IDENTICAL COST PER LISTENER BASIS . . .

. . . in the 13 markets surveyed by the Ross Federal Research Corporation, and Alberta Burke Marketing and Research Company, the rate on WLW would be $3,876 to provide the same cost per listener as the leading local stations in these markets.

During the week of March 22 through March 28, 1939, Ross Federal Research Corporation made 118,920 calls, of which 78,793 calls were completed in the following twelve cities: Charleston, West Virginia; Columbus, Ohio; Dayton, Ohio; Ft. Wayne, Indiana; Indianapolis, Indiana; Lexington, Kentucky; Lima, Ohio; Louisville, Kentucky; Muncie, Indiana; Kokomo, Indiana; Newark, Ohio, and Springfield, Ohio. In the 13th market, Cincinnati, out of 21,883 calls made by Alberta Burke Marketing and Research, 14,947 calls were completed.

Results show that the average audience tuned to WLW from 8:30 A.M. to 10:30 P.M. Monday through Friday is 111.8% greater than, or 2.1 times that of the 10 dominant local stations serving these markets. The combined costs of these 10 dominant local stations is $1,830 per hour, while that of WLW is $1,080. Therefore, the cost of the local stations is 69.4% greater than that of WLW.

Since the dominant local stations collectively have an average of 22.8% of the audience listening to the radios in their respective markets and their combined costs amount to $1,830 per hour, then on an identical cost per listener basis WLW's rate should be $3,876 per hour, inasmuch as WLW's average audience is 48.3% of the sets in use in these same markets. (And *this* disparity is based on the unfactual assumption that WLW's coverage is to the city limits of these 13 cities!)

IF YOU would know the WHOLE story, write to WLW or Transamerican Broadcasting & Television Corp. and ask for

In the May 1 issue of Broadcasting we inadvertently implied in our statement to the Radio Industry that Ross Federal Research Corporation had conducted a survey in the 13 cities mentioned. The 13th market, Cincinnati, was surveyed by the Alberta Burke Marketing and Research Company. We believe the matter is clearly defined in this week's statement.

MORE FACTS AND FIGURES ON WHY I SHOULD BUY . . .

THE NATION'S STATION

See the Crosley Building at the New York World's Fair

Television transmission with the RCA 1850 Iconoscope under studio conditions. A lens in the "camera" focuses the scene on the photosensitive mosaic of the "Ike".

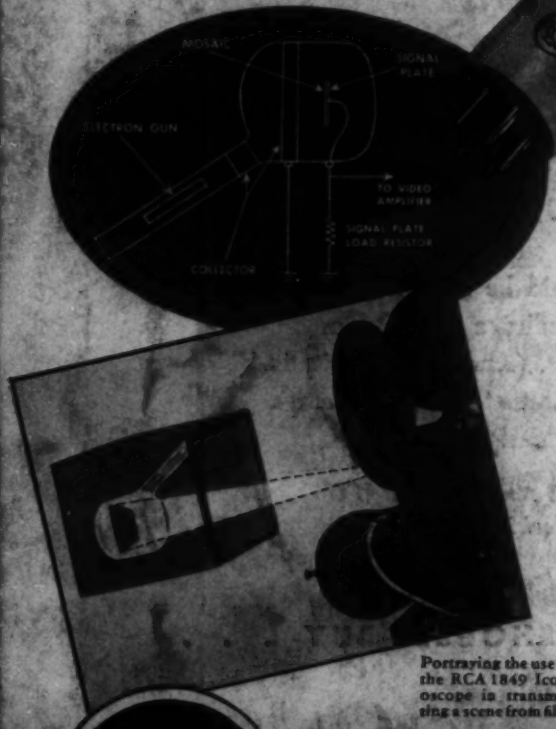
Paving the Way to HIGH-DEFINITION TELEVISION

Not since the development of the electronic tube itself, has there been an event of such tremendous significance to the fields of entertainment, communications and education as the introduction of the RCA Iconoscope. A tribute to modern engineering genius, the Iconoscope is literally the "heart" of Television in its most practical, most modern form. It is the Iconoscope which made possible the public advent of High-Definition Television in New York City over both the CBS and NBC Broadcasting Systems. The Iconoscope is truly the Aladdin's lamp of the most amazing system of communication ever devised by man!

By providing a means of electronic scanning at the transmitter, the Iconoscope affords a practical solution to such all-important problems as those of flexibility and definition. Its construction permits the storing up of effects from a light image between successive scannings. The resulting high sensitivity permits its use under a wide range of lighting conditions.

Two Iconoscope types, RCA 1849, designed for pick-up from movie film, and RCA 1850, for direct pick-up of scenes, are now ready for delivery. These are described in detail in an RCA Technical Bulletin now available from RCA Commercial Engineering Section, Harrison, New Jersey.

Visit the RCA Television Exhibits at the Golden Gate International Exposition and the New York World's Fair



Portraying the use of the RCA 1849 Iconoscope in transmitting a scene from film.

RCA for TELEVISION

RCA Manufacturing Company, Inc., Camden, N. J. A Service of the Radio Corporation of America

XUM